

The Widlar Co.

Cleveland, Ohio

Pure Spices

Scientifically Ground

Established 1855

Never been prosecuted for the violation of any food law—Either State or National.

Isn't that the kind of a firm you want to do business with?

QUALITY — PRICE — SERVICE — PURITY

But not price at the sacrifice of Quality

BAGS

Available Sticks for closing them
 and lined Containers
 Labels - Covered Cartons
 for packing Coffee and Tea

THE WIDLAR CO.

THE PUBLISHER'S PAGE

TALKS WITH SUBSCRIBERS

No. 12—ENLIGHTENED CO-OPERATION.

The Standards of Practice adopted by the Associated Business Papers and the Associated Advertising Clubs of the World provide that the publisher of a business paper (and this includes trade papers in the grocery field) "should dedicate his best efforts to the cause of Business and Social Service, and to this end should pledge himself TO CO-OPERATE WITH ALL ORGANIZATIONS AND INDIVIDUALS ENGAGED IN CREATIVE ADVERTISING WORK."

This means lend a hand wherever possible to the cause of Better Business and Truth in Advertising.

Most advertisers and most readers prefer to deal with a paper that has character. The following factors show up in every trade paper having character:

- (a) A nice consideration which puts the interest of the subscriber or the general public first.
- (b) Clean trade paper news, the absence of puffs, write-ups, and extravagant "readers."
- (c) The absence of the publisher's personal opinions in the news columns.
- (d) Editorials with backbone.
- (e) The avoidance of unfair competition, criticism of fellow publishers (unless in the interest of dealer subscribers or the public welfare), boastfulness, the use of superlatives.
- (f) The absence of misleading advertisements.

Such a publication must breathe personality. It must look like the lengthened shadow of something or somebody worth while. It is well for you to know something about the publisher or publishers of your trade paper. The Associated Business Papers would have you inquire if the publisher belongs to any trade press association or advertising club. Find out if he is doing anything to co-operate with individuals or organizations engaged in the betterment of his craft. How is he regarded by his fellows? It might pay you to ask some of them. Unless he is in touch with the best thought of the day and is well qualified to be your mentor and guide you cannot afford to trust his guidance in matters affecting your business.

THE TEA AND COFFEE TRADE JOURNAL, as a member of the Associated Business Papers and the Associated Advertising Clubs of the World, stands committed to all the Standards of Practice for business papers. We believe the time is coming when no trade paper publisher will be tolerated in the trade press associations if he flagrantly violates this Code of Ethics for business papers. Competition will be clean and business will be on the basis of SERVICE.

Manufacturers and dealers can best serve the cause of truth in advertising by demanding that their trade papers measure up to the Standards of Practice for Business Papers.



M. H. Kery
President

THE TEA AND COFFEE TRADE JOURNAL CO.

THE TEA AND COFFEE TRADE JOURNAL

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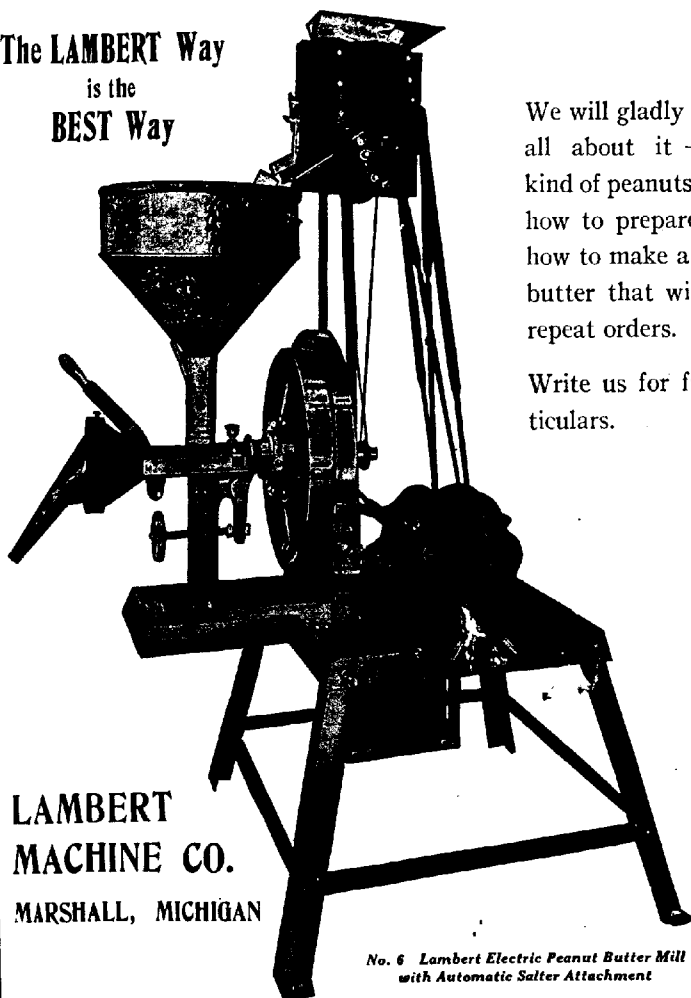
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THE TEA AND COFFEE TRADE JOURNAL, published at 79 Wall Street, New York. Terms of subscription \$2.00 per year postage prepaid, in the United States and Possessions; \$2.25 per year in Canada; \$2.50 in all foreign countries. Single copies 25 cents. Remit by money order or draft. Entered at the New York Post Office as second class matter. Copyright 1916 by THE TEA AND COFFEE TRADE JOURNAL COMPANY.

PIONEER MANUFACTURERS OF PEANUT BUTTER MACHINERY

When you want to make Peanut Butter,
Why not do it THE LAMBERT WAY?

The LAMBERT Way
is the
BEST Way



We will gladly tell you
all about it — what
kind of peanuts to buy,
how to prepare them,
how to make a peanut
butter that will bring
repeat orders.

Write us for full par-
ticulars.

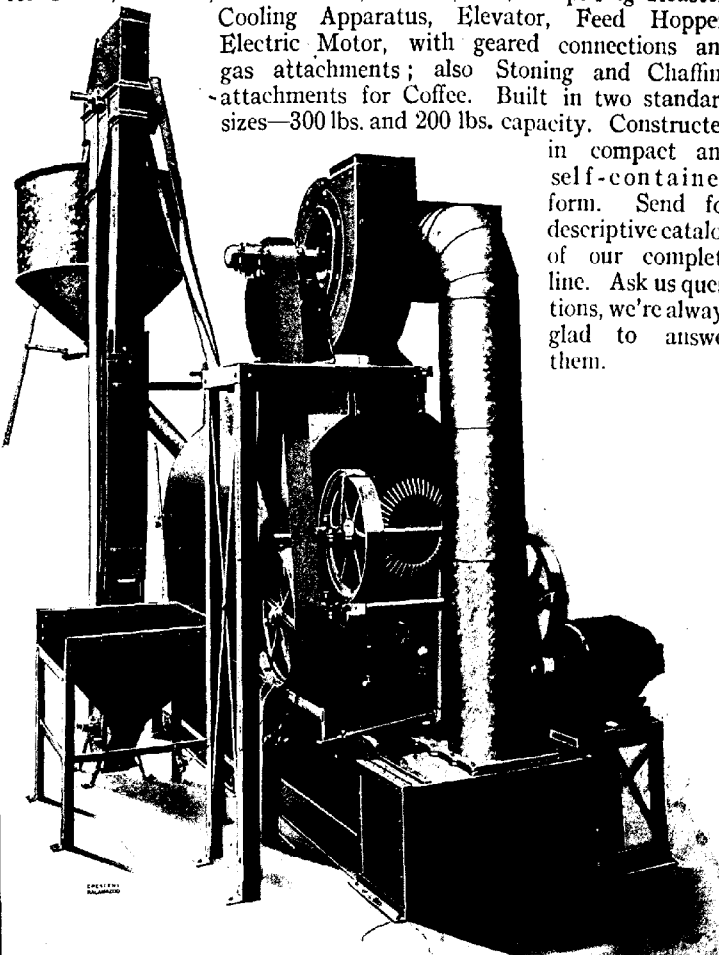
LAMBERT
MACHINE CO.
MARSHALL, MICHIGAN

*No. 6 Lambert Electric Peanut Butter Mill
with Automatic Salter Attachment*

Roasters Everywhere Should Know The LAMBERT Electric Roasting Outfit

for Coffee, Peanuts, Cocoa Beans, Cereals, etc., comprising Roaster, Cooling Apparatus, Elevator, Feed Hopper, Electric Motor, with geared connections and gas attachments; also Stoning and Chaffing attachments for Coffee. Built in two standard sizes—300 lbs. and 200 lbs. capacity. Constructed

in compact and self-contained form. Send for descriptive catalog of our complete line. Ask us questions, we're always glad to answer them.



*Rear view of Class "E"
Roasting Plant*

Plans for larger Coffee Roasting plants prepared and submitted on application.

LAMBERT MACHINE COMPANY

Marshall, Mich.

When Writing Advertisers, Kindly Mention THE TEA AND COFFEE TRADE JOURNAL

A Simple Request Which We Cannot Grant

Jabez Burns & Sons, June 16, 1916
609 W. 43rd St.
New York City.

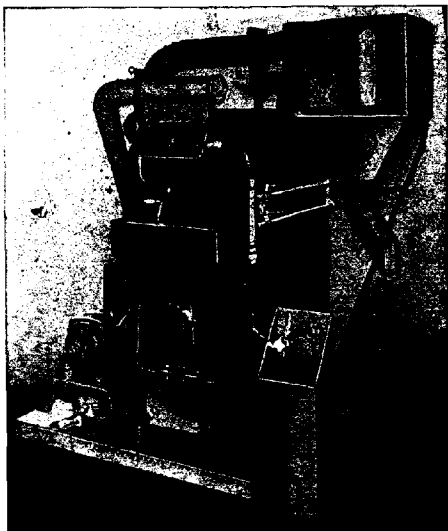
Dear Sir,
Please send us your Catalogue of Coffee Roasting machinery and apparatus that pertains to the business. Especially do we want particulars and prices of your No. 7 half-bag outfit as advertised in The Coffee Trade Journal. Your very respectfully,
F. W. Gray & Co.

The post card communication reproduced herewith is a satisfactory indication of interest in our advertising; and the additional information requested about our No. 7 roasting outfit and other machines would have been sent promptly if the postal had only told us where the sender lives. Unfortunately, this is not

even suggested by the postmark on the front of the card which is that of a railway post office.

Perhaps this present ad will also catch the eye of "F. W. Gray & Co.," of somewhere in the U. S. A., enabling them to understand our silence and to write us again stating where they are at.

We haven't room left to say much here about our No. 7 half-bag roaster, except that it really is a most efficient machine, and that any desired details will be sent gladly to interested readers of our ads whose inquiry gives a complete address.

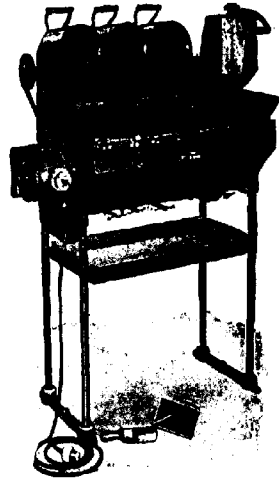


The Burns No. 7 Coffee Roasting Outfit.

J&S JABEZ BURNS & SONS J&S
600 W. 43RD ST., NEW YORK

If You Ever Wondered—

*Guess-work
or Certainty*



The Burns No. 14 Sample Roasting Outfit

Has four tilting cylinders, open-perforated, gas heated; four cooler trays, with grillion-gate connection to suction chamber; and electric motor, on the shaft of which the inclined cooler fan is mounted. Other sizes have from one to six cylinders.

If You Have Ever Wondered

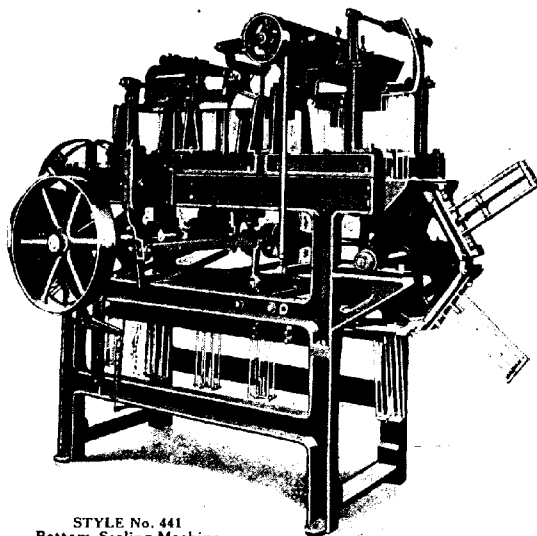
whether you ought to use a roaster for testing samples of coffee, it is pretty sure that your not having such a machine has made you miss profits on many a deal.

You can't learn too much about your raw goods. Any profit depends on knowing something. Why not know all that other parties in the transaction can possibly have learned?

Once equipped with proper apparatus for your own coffee testing, you would wonder how you ever tried to stay in business without it.

J&S JABEZ BURNS & SONS J&S
600 W. 43RD ST., NEW YORK

Get a
Copy
of



Our
Sealing
Booklet

STYLE No. 441
Bottom Sealing Machine

SPEED!

This machine guaranteed to operate at **35 CARTONS PER MINUTE** and do absolutely first-class work, alone or in combination with weighing machine and top sealer.

.. **EFFICIENCY**

No air lines, steam pipes or electrical current used in sealing to be a constant annoyance. Only one operator required with complete outfit, and no delicate, rapidly moving parts to wear out quickly

.. **ECONOMY**

.. **DURABILITY**

YOU WANT SPEED?

YOU WANT A RELIABLE MACHINE?

THE
"AUTOMATIC"
Proven **BEST** by **TEST**

YOU WANT A REASONABLE PRICED MACHINE?

AUTOMATIC WEIGHING MACHINE COMPANY

Main Office

and Factory:

134-140 Commerce St.

NEWARK, N. J.

AGENCIES

PITTSBURGH, PA.
ST. LOUIS, MO.
SAN FRANCISCO, CAL.

AGENCIES

CLEVELAND, OHIO
CHICAGO, ILL.
OMAHA, NEB.



It pays to invest

investigate. TRY IT!

Don't do to-day's work

with yesterday's methods

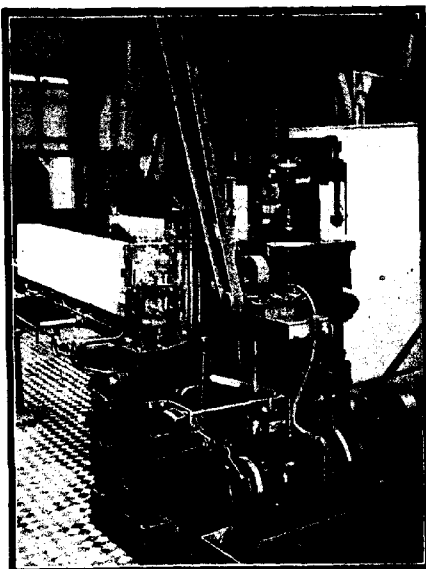
When Writing Advertisers, Kindly Mention THE TEA AND COFFEE TRADE JOURNAL

PACKAGE YOUR GOODS THE PNEUMATIC WAY

You, of course, are interested in making profits. The best way to get increased profits is by cutting down your packaging expenses.

No Labor Problem to Trouble You

The PNEUMATIC AUTOMATIC CARTON FEEDER enables you to put up your product in cartons without employing human hands. Our weighing and filling machine is guaranteed to give you ACCURATE WEIGHTS.



Installation View of PNEUMATIC AUTOMATIC CARTON FEEDER
Operating with Bottom Sealer

Other Pneumatic Automatic Machines

for sealing bottom and top of cartons, lining and wrapping, inserting coupon, dating etc. Pneumatic Equipment insures accurately weighed and perfectly sealed packages at a speed of 18,000 per day. You take no risk when buying PNEUMATIC PACKAGING MACHINERY because it is of PROVEN QUALITY AND EFFICIENCY.

Write Today for a Copy of the Pneumatic Evidence Book.

PNEUMATIC SCALE CORPORATION, Ltd.
NORFOLK DOWNS, MASS.

NEW YORK

CHICAGO

KANSAS CITY

TORONTO, ONT

W. & C. PANTIN, 147 Upper Thames St., London, England



QUAKER CITY MILL

\$\$ Peanut Butter \$\$

You will find a ready market for Peanut Butter made on a Quaker City Mill. Peanut Butter will reduce the overhead expense of your plant. We will show you how to market the product. Try our mill 30 days. If you do not make good return the outfit to us. Can we make any better offer? Write for "Peanut Butter" Booklet.

The A. W. Straub Co.,
3710-38 FILBERT STREET
PHILADELPHIA, PENNA.

Notice of Removal

JOHN W. HAULENBEEK CO.

announce that they have outlived the size of their quarters at 170 Duane Street, which they have occupied for 38 years, and have taken larger quarters at

393 Greenwich Street, New York

which they will occupy about July First, Nineteen Sixteen, with increase of roasting capacity from 8 to 12 7-foot Burns Roasters and other latest improved equipment, and will continue

Coffee Roasting for the Trade Only

NO SPICE GRINDING—NO COFFEE SELLING—NEW ACCOUNTS WILL RECEIVE THE MOST CAREFUL ATTENTION.

DUPLEX

AUTOMATIC NET WEIGHER

CAPACITY 35 packages a minute.

ACCURACY proven by 30 days' trial and thousands of users.

GUARANTEED fully for (5) years against repairs.



Gravity Operated

Price, \$118.75 net
Payments Arranged

E. Edtbauer Company

817 Washington Blvd. Chicago, Ill.

If You are a User of

TIN CANS

(Plain and Decorated)

Send us your inquiries. We are independent makers of the largest variety in the United States. With our long experience, modern equipment, and personal supervision, we are in a position to serve you advantageously and at proper prices.

Columbia Can Company

Madison St., from First to Second Sts.

SAINT LOUIS :: MISSOURI

"LITTLE WONDER"

AUTOMATIC NET WEIGHT GRAVITY SCALE

USES: For COFFEE (Whole or Ground),
RICE, SUGAR, PEAS, BIRD-SEED or
ANY FREE-FLOWING GOODS.

RANGE OF WEIGHTS:
From 2½ OUNCES UPWARD.

SPEED: 2100 Packages per hour.

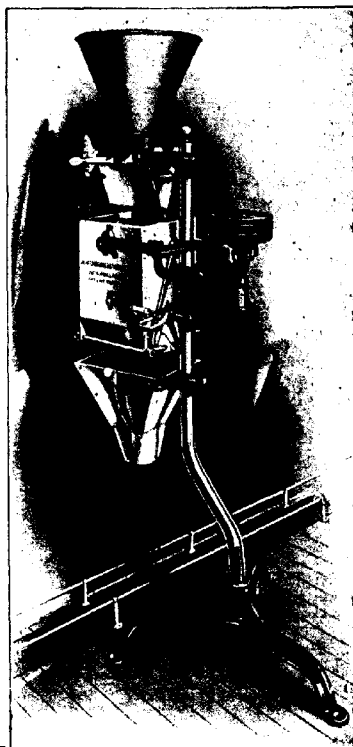
ACCURACY: GUARANTEED 90%
PERFECT WEIGHTS and within
1/16 oz. on any individual package.

PRICE: The LOWEST of any high-grade
Gravity Net Weight Scale.

WEIGHT: The complete Scale WEIGHS
ONLY 25 POUNDS, so that it can be
easily moved anywhere.

OTHER SCALES: We always invite
COMPETITIVE TESTS with every
other Gravity or Power Fed Scale, as this
Scale has lately replaced so many other
well-known Scales.

OUR OFFER: We will ship this Scale or
any of our Scales to you on the basis of our
guarantee and ALLOW YOU THIRTY
DAYS' use of them, at the end of which
period you are to judge as to their merits
according to the service that has been
rendered, and accept or reject them AS
YOU SEE FIT.



"Your 'Little Wonder' Scale is the very best on the market."

WEST BRANCH COFFEE CO., Coffee Roasters

American Machinery Co., Inc., Philadelphia, Pa.

Williamsport, Pa., June 14, 1916.

Gentlemen:—AFTER EXAMINING ALL THE DIFFERENT MAKES OF AUTOMATIC
WEIGHING MACHINES, we have concluded that YOUR "LITTLE WONDER" MACHINE
IS THE VERY BEST ON THE MARKET.

ITS SIMPLICITY IN OPERATION and the fact that it is SO VERY EASY TO ADJUST
FROM ONE SIZE PACKAGE TO ANOTHER makes it a great labor-saving and MOST DE-
SIRABLE PIECE OF MACHINERY to install.

It is also VERY ACCURATE IN WEIGHT and we assure you that WE HAVE BEEN
HIGHLY PLEASED WITH EVERY WORKING OF THE MACHINE.

Hoping that we may, at some time in the near future, HAVE THE PLEASURE OF RECOM-
MENDING YOUR SCALE, we are

Yours very truly, WEST BRANCH COFFEE CO., R. H. Bair, Pres.

We also build a FULL LINE OF AUTOMATIC SCALES FOR ALL PURPOSES—
PULVERIZED COFFEE—PULVERIZED SUGAR—BAKING POWDER—COCOA—
ROSIN, Etc., and in combination with our CARTON FOLDING AND SEALING MACHINES.

AMERICAN MACHINERY CO., Inc.
1235-41 Callowhill St. PHILADELPHIA, PA.

Chicago Office: 20 East Jackson Boulevard, R. W. REDD, Manager

When Writing Advertisers, Kindly Mention THE TEA AND COFFEE TRADE JOURNAL

VANILLA BEANS

THURSTON & BRAIDICH

27 CLIFF STREET
NEW YORK

Heekin's Heavy Duty Steel Cans

may be relied upon to meet all requisites in a most satisfactory manner.

They are supreme for strength, durability and staunchness.

Coffee packed in Heekin Cans will surely reach the consumer in perfect condition—full in aroma, full in strength, free from dust and excessive moisture.

Of fine polished steel, either painted or stenciled. Size $15\frac{1}{2}$ in. x $20\frac{3}{4}$ in.—capacity, 50 lbs. Send for sample and see the quality.

The Heekin Can Co.

Culvert and New Sta., Cincinnati, O.

"Heekin Can Since 1901"



To Packers of Tea Coffee, Spices, Cocoa Etc. ❀ ❀ ❀ ❀

¶ In these present days of high-priced tin cans, why not fully investigate the distinctive merits of

The



The Best and Most Economical Package

¶ It possesses all the strength, efficiency, serviceability and outward appearance of the all-tin can, with the additional advantages of more attractive style, greater convenience and less cost.

¶ We can give you scores of names of high-grade houses in your lines using THE CANWOOD CANISTER, all of whom without exception, are enthusiastic in the praise of its unique merits.

¶ If you supply your labels we can mount them on the Canisters in course of manufacture without charge—a single item of labor-saving worth from \$1.00 to \$2.50 per thousand packages.

¶ All regular commercial sizes—2 ounces up to 5 pounds. Shipped cased, ready for reshipping, if you say so.

¶ Shipped, if desired, packed in the cases (Wood or Fiber) you use to re-ship in, neatly branded in two colors ready to fill and reship.

Full information, samples and estimates supplied promptly on request; all charges prepaid.

THE CANISTER COMPANY

PHILLIPSBURG, N. J.

STEINFELD
TRADE MARK

COFFEE MILL
ONE POUND
"Sanitary"
Glass Canister
Mill

Each Mill is packed separately in a corrugated cardboard carton (in excessior) convenient for shipping, handling and re-shipping by Parcel Post, without extra packing.

One Dozen Mills to Case

Write for Special Prices and our "PREMIUM SUGGESTION" Catalog.

STEINFELD BROS.
116 W. 32nd Street
New York

"Pioneers in Premium Specialties"



No. 11

BULK COCOA
IN BARRELS AND DRUMS

Also packed in tin cans under your
Private Label

We make American and Dutch Process Cocoa.

Write for our *Latest Price List*.

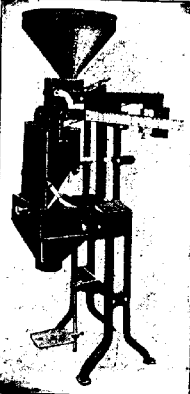
State Style of Packing and Quantity Required Annually.

Tell us where you saw this advertisement.

Ambrosia Chocolate Co.
331-333-335 FIFTH STREET
MILWAUKEE, WIS.
THE PROGRESSIVE CHOCOLATE AND COCOA MANUFACTURERS

PACKAGE WEIGHER

\$112.50 NET



Weights anything that flows including
Ground Coffee
33 to 35 pkgs. per minute within
1-16oz. Accuracy

Two Sizes
4oz to 2 1/2 lbs
11b to 30lbs

No Power Required

The simplest scale made, Can be entirely taken apart for cleaning in 10 seconds.

SENT ON TRIAL

The Automatic Package Scale Co.
Incorporated
Louisville, Ky.

Home Ground Coffee
is the best. It retains the flavor. Use the
National Coffee Mills

Manufactured by the
NATIONAL SPECIALTY MANUFACTURING CO.



Lehigh Ave.
and
Third St.
Philadelphia
Pa.

NEW YORK, N. Y.
120 and 122 Front St.

CHICAGO, ILL.
180 No. Dearborn St

SAN FRANCISCO, CAL
104-106 California St

PORTLAND, ORE.
No. 7 First St

C. E. BICKFORD & CO.

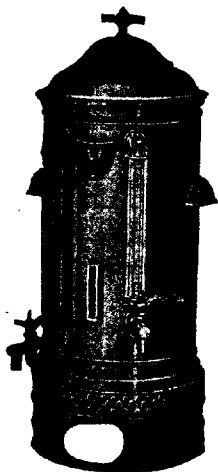
COFFEE BROKERS

Specialists in Mild Coffees

CORRESPONDENCE
SOLICITED

SAMPLES GLADLY FURNISHED
ON REQUEST

TEA, COFFEE, CHOCOLATE and HOT WATER URNS



Coffee Urn, 2002 Series

Made in all sizes up
to 25 gals. capacity.

Also a full line of
**High Grade
Copper, Nickel
Plated and
Brass Goods**

including Pastry and
Roll Warmers Steam
Tables, Plate
Warmers, Water
Coolers, etc.
Send for our new
catalogue, showing
complete lines of
Hotel, Restaurant
and Bar Supplies,
Metal Housefurnish-
ing Goods, Cuspidors
etc.

Geo. A. Ray Mfg. Co.
Buffalo, N. Y.

TRICOLATOR "THE" COFFEE MAKER

The Aluminum Bowl
Makes Perfect Coffee
Thru Paper Filters



While the

Almost Unbreakable
China Urn Retains
The Flavor and Color

Use our Advertising Department main-
tained for "better coffee making."
Copy revised and written without charge.

The Tricolator Co.
CHICAGO

GUATEMALA COFFEE

Possibly one of the most important reasons why Guatemala Coffees have not been appreciated in the United States heretofore to the extent that their merit justifies, has been the fact that in former years the bulk of the choicest shipments were made to Europe where they commanded a higher price than was obtainable in the United States where they were little known.

This year, through the abnormal existing conditions, **SOME OF THE MOST DESIRABLE GUATEMALA COFFEES EVER RECEIVED IN THE UNITED STATES** have been shipped and sold to various sections with gratifying manufacturing results. With a continuance of buying cooperation of the roasting trade of the United States, there will be a yearly increase in the quantity received.

Present conditions not alone permit, but warrant, the thorough attention and investigation of all buyers of high grade Coffees, on account of the wonderful opportunities now prevailing in veritable bargains obtainable on the most attractive basis ever experienced.

While the present stock of Mild Coffees in the United States is the largest on record, the premium exacted for Guatemalas over Brazils is so slight as to make them the cheapest coffees from a manufacturer's and consumer's viewpoint, to use.

Over 200,000 bags of Guatemalas have been sold so far this season in the United States. Some manufacturers are using them advantageously. Why not you?

Obtainable in New York, New Orleans or San Francisco.

ASK YOUR SUPPLIER.

GUATEMALA COFFEE

Abnormal conditions have assisted in attracting large quantities of the

FINEST OF THIS VARIETY

Buyers who are specializing on Milds are taking full advantage of the situation, using Guatemala Coffees in their finest blends, making them

LEADERS

Ninety-five percent of Guatemala's Coffee reaches our Ports in

AMERICAN BOTTOMS

In using Guatemala Coffee you are assisting

AMERICAN SHIPPING

W. R. GRACE & CO.

GUATEMALA COFFEE

The coffee that took the Grand Prize at the Panama-Pacific Exposition and designated the premier coffee of the world.

Ask your jobber or broker to submit samples and prices on Guatemalas. These coffees are steadily growing in favor among coffee roasters, particularly as blenders. There is a grade of Guatemalas that you can use to advantage.

A. ROSENTHAL & SONS

Dealing with the Importing Trade only
BEAVER BUILDING NEW YORK

COSTA RICA COFFEE

You can now buy it Direct from the Grower

Costa Rica coffee is generally acknowledged to be a superior coffee, particularly for blending purposes. It is rapidly growing in favor in the American market. Some of the finest grades that formerly went to Europe are now coming to this country. We import Costa Rica coffee direct from our own plantation. Let us quote you on this coffee.

MONTEALEGRE & BONILLA

Coffee Planters

San Jose, Costa Rica

80 Front St., New York

COCOA POWDER

UNDER DEALER'S BRANDS FOR WHOLESALE GROCERY AND SPECIALTY HOUSES—

In 1-lb., 1-2-lb., 1-4-lb. and 1-5-lb. packed under customers' labels, or under our own stock labels.
All goods guaranteed under U. S. Serial No. 151.

FOUNTAIN CHOCOLATE

IN BULK—Barrels—Kegs—Drums—Tins
For Soda, Ice Cream, and Baking Trade. Both "Natural" and "Dutch Process" grades.

Write us for samples and prices. State use and quality needed. Address

HOOTON COCOA CO.,

NEWARK, N. J.

"Arksafe" Elastic Paper Linings



FOR BAGS AND BARRELS

33½ % Elasticity. Waterproof

Send for samples

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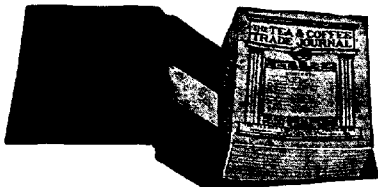
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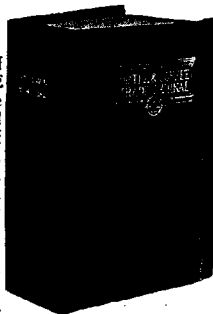
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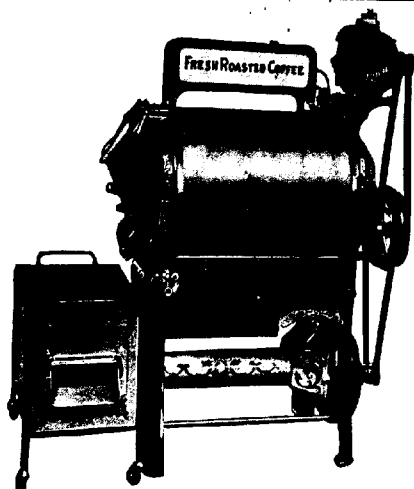
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It requires no special knowledge. We maintain a **free service department**, in charge of a coffee expert, who will tell you where to buy green coffees at wholesale prices and how to roast, blend and advertise your goods. You will give your customers better coffee and the Royal will draw new business.

A **Royal System** installed in your store window will be the best advertisement of your coffee department.

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If interested, ask about our Royal Peanut Butter Machine.

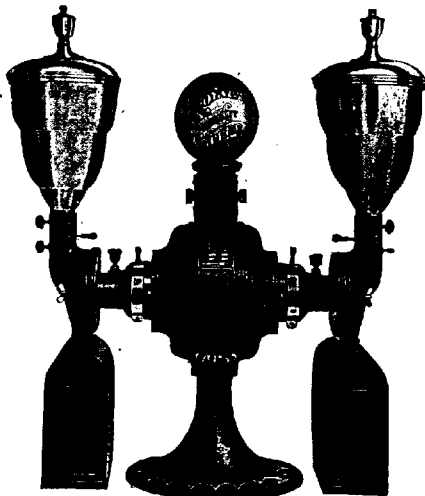
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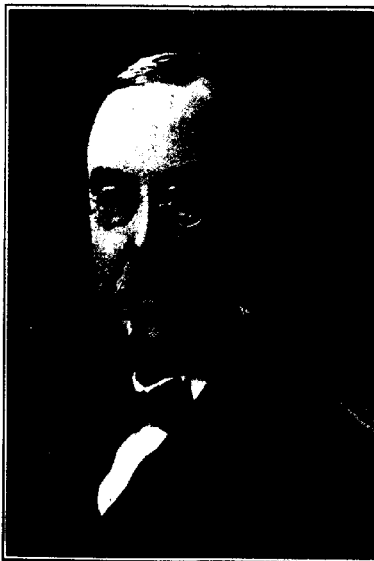
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Vol. XXXI.

NEW YORK, JULY, 1916

No. 1

WHO'S WHO IN THE TRADE



JOHN J. RYAN,
Re-Elected Secretary of the National Association of Retail
Grocers of the United States
(See page 65)

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NEAR VIEW OF COFFEE BERRIES OF THE *COFFEA ARABICA* VARIETY

THE MICROSCOPY OF COFFEE

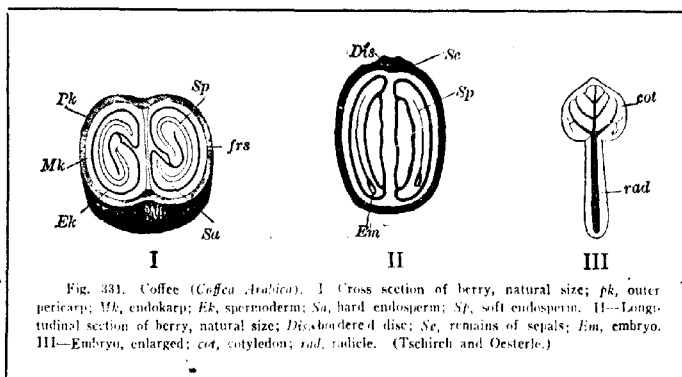
¶ This article, from the pen of a former chief of the U. S. Food and Drug Laboratory at Chicago, and formerly in charge of the Analytical Laboratory of the Connecticut Agricultural Experiment Station, identifies coffees by microscopic structure and by microchemical re-actions of their tissues and cell-contents. ¶ It is divided into "Histology" and "Diagnosis," the first part concerning itself with the pericarp, spermoderm, endosperm and embryo, while the latter discusses whole and ground coffee, coffee hulls, artificial coffee and coffee substitutes*

BY ANDREW L. WINTON, PH.D.
Wilton, Conn.

COFFEE, next to sugar the most important product imported from the tropics, is the seed of a small tree or shrub, *Coffea arabica* L. (order Rubiaceae), a native of Abyssinia and other parts of Africa. In the fifteenth century the beverage became popular with all classes, notwithstanding the opposition of the Mohammedan priests. Coffee drinking was soon taken up by the Saracenic races and later by the European nations.

It leads the world in coffee production, although the choicest grades come from Arabia (genuine Mocha coffee) and Java.

The white and delightfully fragrant flowers of the coffee tree are produced in the axils of the leaves. The fruit (Fig. 331) is about the size of a small cherry, and is red or purple when fully ripe. It normally contains two seeds, each with a single plano-convex seed (Figs. 331 and 332) so situated that the flat surfaces of the two seeds adjoin one another, but in the so-called peaberry



For over two hundred years the culture of the coffee tree was limited to Arabia, but in the latter part of the seventeenth century it was successfully undertaken by the Dutch in Java, and somewhat later in Surinam, and the industry soon spread over Sumatra, India, Ceylon, Western Africa, and other parts of the eastern hemisphere, as well as over the West Indies and the tropical parts of South America. To-day Brazil

coffee one of the ovules is abortive, the other developing into a rounded seed filling the single cavity. The outer portion of the fruit is dark colored and pulpy, lined by a buff, parchment-like endocarp. The seeds, which before roasting are yellow or light green, have a longitudinal cleft on the flattened side due to the folding of the endosperm. A papery spermoderm, known as the silver skin, covers not only the outer surface but penetrates also the cleft. The minute embryo (Fig. 331, II Em., III) is situated in the endosperm near the base of the seed.

* Reprinted by permission from "The Microscopy of Vegetable Foods" by Andrew L. Winton, Ph.D. Copyright by Andrew L. Winton. Publishers, John Wiley & Sons, Inc., New York.

Various processes, some dry, others wet, are employed for removing the pericarp and spermoderm from the seed. In the West Indies and South America, the larger part of the fruit flesh is first removed by a pulper, after which the pulp still adhering is loosened by a fermentation process and washed away by water. After drying, the spermoderm and endocarp are broken away from the seed and separated by winnowing. The spermoderm is also removed from the surface but not from the cleft. Roasting swells the seed greatly, changes its color to dark brown, and develops the characteristic odor and flavor of roasted coffee by the formation of caifeol and other substances.

HISTOLOGY

As fresh material is not obtainable in the temperate zone except from botanical gardens, alco-

ing care that the palisade cells and endocarp, which are liable to separate from the outer layers, are not lost. Staining with safranin naphthylene blue or methylene blue is recommended.

1. *The Epicarp Cells* (Figs. 333 and 334, *ep*) are 15-35 μ , broad, sharply polygonal, occasionally four-sided, with brown walls and contents. Stomata with two accompanying cells similar to the guard cells in form occur here and there.

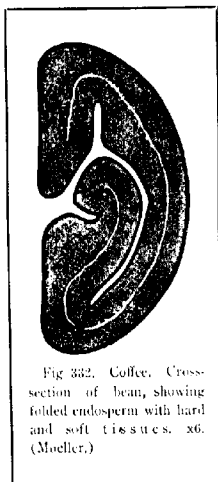


Fig. 332. Coffee. Cross-section of bean, showing folded endosperm with hard and soft tissues. x6. (Moeller.)

holic or dried specimens must be used for histological studies.

Coffee beans, as found on the market, whether unroasted or roasted, consist only of the endosperm, embryo, and that portion of the spermoderm within the cleft, although occasionally fragments of the pericarp occur with the beans as an accidental impurity. The pericarp may be sectioned dry, the endosperm after soaking in water.

The pericarp after drying is of a dark color about 0.5 mm. thick. As the outer layers are soft and the endocarp hard, no little difficulty is experienced in preparing sections. For cutting transverse section, the dry material freed from the seed may be embedded in hard paraffine and cut with a strong razor or microtome knife, tak-

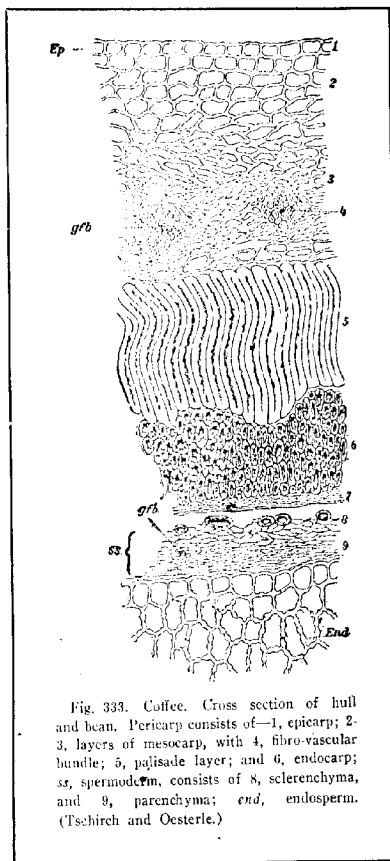


Fig. 333. Coffee. Cross section of hull and bean. Pericarp consists of—1, epicarp; 2, 3, layers of mesocarp, with 4, fibro-vascular bundle; 5, palisade layer; and 6, endocarp; 7, spermoderm, consists of 8, sclerenchyma, and 9, parenchyma; end, endosperm. (Tschirch and Oesterle.)

2. *Mesocarp* (Figs. 333, 334 and 335). Proceeding inward, the cells increase in size until they reach a maximum of about 100 μ . Their walls are thick and either brown or yellow. Brown amorphous masses and occasionally large crystals are noticeable in the outer layers. In the innermost part of the mesocarp, through which ramify the fibro-vascular bundles, the cells are commonly compressed. The strongly devel-

ped bundles contain bast fibers up to 1 mm. long and 25 μ broad, with thick walls and narrow lumen, spiral vessels mostly narrower than the bast fibers, but with noticeably thick spirals, dotted vessels, and other less conspicuous elements.

3. *Palisade Layer* (Fig. 333, 5). These cells are greatly elongated in radial directions and have walls of mucilaginous structure which swell in water. Because of these peculiarities, as well as the difficulties of cutting so soft a tissue when adjoining a hard coat like the endocarp, special care must be exercised in preparing sections. Safranin stains the swollen wall carmine, but does not affect the yellowish contents.

readily removed in one piece after soaking the seed for some hours in water.

1. *Sclerenchyma Cells* (Fig. 333, 8; Fig. 337, 1st) form the characteristic outer layer. In the early stages of development the coat is uninterrupted, but in the mature seed, as a result of more rapid growth of adjoining tissues, they are more or less detached, occurring singly, in pairs or in groups, either widely separated or with only small intercellular spaces between them. They vary from less than 100 μ to over 1 mm. in length and from 15-50 μ in breadth. The longer cells, occurring in groups within the cleft, are straight and narrow, resembling bast fibers, while the medium and shorter cells, occurring

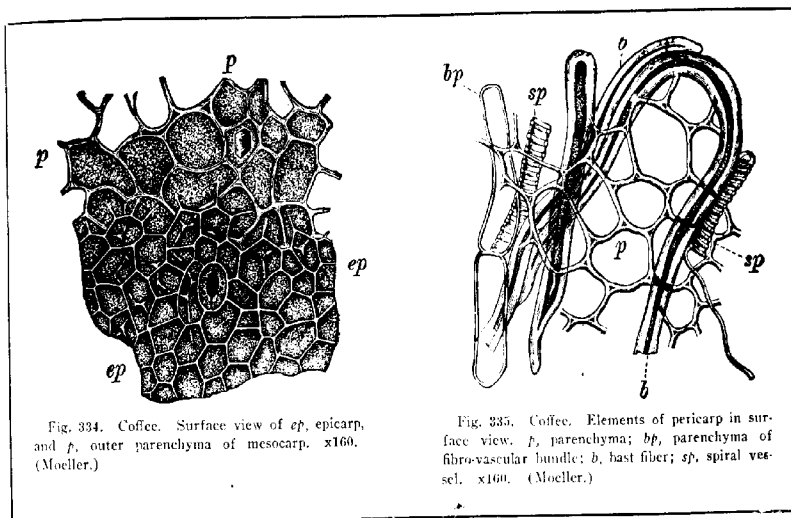


Fig. 334. Coffee. Surface view of ep, epicarp, and p, outer parenchyma of mesocarp. $\times 160$. (Moeller.)

Fig. 335. Coffee. Elements of pericarp in surface view. p, parenchyma; bp, parenchyma of fibro-vascular bundle; b, bast fiber; sp, spiral vessel. $\times 160$. (Moeller.)

Vogl states that naphthylene blue colors both the walls and contents blue-violet.

4. *Endocarp* (Fig. 333, 6; Fig. 336). Closely united with the palisade layer is the thin, but hard, buff-colored endocarp resembling in macroscopic and microscopic structure the endocarp of the apple. The fibers cross one another at various angles, but in the outer layers their general direction is longitudinal, while in the inner layer it is transverse. The fibers of the inner layer are thin-walled, whereas those of the other layers are thick-walled and conspicuously porous.

Spermoderm. Although the spermoderm is removed from the surface of most of the seeds in preparing them for market, fragments sufficient for study may often be obtained from untoasted coffee. Within the cleft the spermoderm is almost always intact, even after roasting, and may be

both on the surface and in the cleft, are broader and more irregular in outline, vermiform and club-shaped forms predominating, although triangular and various fantastic shapes are not uncommon. Great variations in the thickness of the walls and the size and number of the pores are also noticeable.

2. *Parenchyma Cells* (Fig. 333, 9; Fig. 337, p), more or less obliterated, form the remainder of the spermoderm. Occasionally cells with beaded walls are distinguishable, but in most parts the cells are not clearly evident, the tissue appearing like a structureless membrane. Through this tissue in the cleft runs the raphe, with narrow spiral vessels, which are best seen after treatment with alkali or chloral hydrate.

Endosperm (Figs. 333 and 338). Coffee, like the date stone and the ivory-nut, contains only

the minutest traces of starch, the carbohydrate reserve material being largely in the form of cellulose stored up in the cell-walls of the endosperm. In sections, the cell-walls, except in the outer layers, appear to be knotty-thickened, owing to the large pores by which they are pierced, the double walls in the knots ranging up to $20\ \mu$ in thickness. The cells are smallest in the cuti-

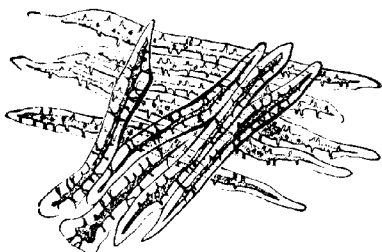


Fig. 336. Coffee. Sclerenchyma fibers of endocarp. $\times 160$. (Moeller.)

cularized outer layer, where they are $15\text{--}50\ \mu$ in diameter, but in the inner layers they often reach $100\ \mu$. To the naked eye the central portion of the endosperm (Fig. 332) has a somewhat different appearance from the remainder, due to the presence of an interrupted series of tangentially elongated cells, the walls of which, excepting the middle lamella, are composed of a mucilaginous substance, and consequently disappear on treatment with water. It is in this mucilaginous tissue near the base that the minute embryo is embedded. Tschirch regards this soft tissue as useful in facilitating the absorption of the reserve material by the sprouting plantlet.

Treatment with various reagents and stains, such as chlorzinc iodine, iodine-sulphuric acid, naphthylene blue, and safranin, show that the thickened cell-walls consist of cellulose. Reagents also serve for the identification of the cell-contents. For example, concentrated sulphuric acid produces a fine red color, showing the presence of sugars, iron salts give a green color, due to tannic acid, various reagents show the presence of proteids, sometimes in the form of aleurone grains, while numerous micro-tests given by Tschirch and Oesterle confirm the presence of caffeine. Vogl notes that sections are colored an intense yellow by caustic potash and soda, and a green-yellow changing to green by ammonia. Heating with chloral hydrate imparts a blue-green coloration to the contents, but this reaction, as well as some of the others, is not distinct in the case of roasted coffee, and is therefore of no practical value.

The Embryo (Fig. 331, III) may be obtained by cutting a bean, previously soaked overnight in water, through the cleft and carefully splitting open the endosperm through the mucilage cells. After longer soaking in water or in dilute alkali, the embryo bursts through the endosperm at the basal end. The blunt radicle is $\frac{3}{4}$ mm. long, the heart-shaped cotyledons $\frac{1}{2}$ mm. long. After clearing with alkali, or better with Javelle water or chloral hydrate, the cotyledons are seen to have three pairs of sparingly branching nerves. The small cells and procambium bundles filled with protoplasm and fat are of little diagnostic importance (Fig. 339).

DIAGNOSIS

Coffee reaches the consumer either "green" (unroasted) or roasted, and in the latter case either whole or ground. Roasting, as ordinarily

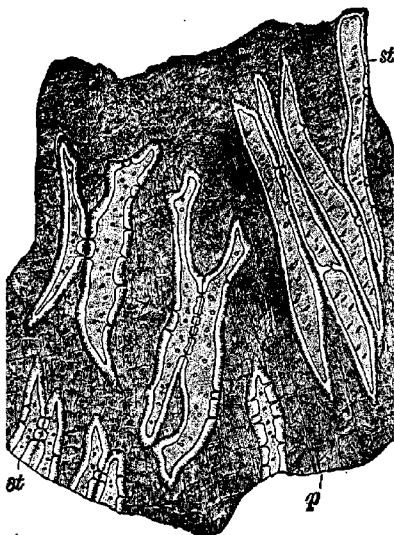


Fig. 337. Coffee. Spermoderm in surface view. *st*, sclerenchyma; *p*, compressed parenchyma. $\times 160$. (Moeller.)

conducted, changes the color of the bean to a rich brown which renders most of the microchemical tests of little value, but does not seriously obscure the structure of either the spermoderm or endosperm.

Whole Coffee, also known as "coffee beans" and "coffee berries," is characterized by the form and horny texture of the endosperm, and the presence of the spermoderm or "chaff" in the cleft. The spermoderm without special preparation is readily identified under the microscope

by the more or less isolated sclerenchyma cells; the endosperm, in section, by the knotty-thickened walls, and the absence of more than the faintest trace of starch.

The adulteration of genuine coffee with beans previously used for the manufacture of coffee extract cannot be detected by microscopical examination, although the coating of these beans, as well as of inferior grades of unextracted coffee,

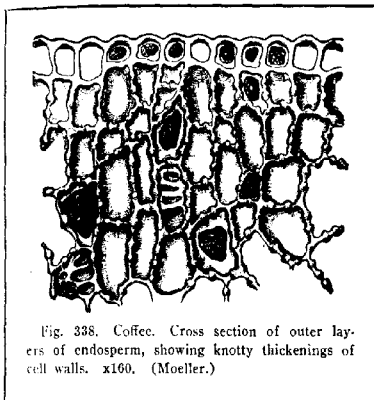


Fig. 338. Coffee. Cross section of outer layers of endosperm, showing knotty thickenings of cell walls. x160. (Moeller.)

with various pigments, is sometimes evident in microscopic sections.

Ground Coffee varies in fineness from coarsely crushed beans to a powder passing a 1 mm. sieve. Usually there is an abundance of fragments large enough to section with a razor, either dry or after soaking, thus permitting an examination of the cell-walls of the endosperm (Fig. 338). The papery flakes of spermoderm (Fig. 337) may be picked out with forceps.

If a handful is stirred with cold water, true coffee, except for a few over-roasted fragments, floats; whereas the common adulterants, including peas and other legumes, cereal grains, chicory and other roots, imitation coffee, etc., sink rapidly to the bottom, their nature being determined by microscopic examination. Artificial coffee made from oil-seed products is said to float.

Outer Coffee Hulls, consisting of the epicarp, the mesocarp, and traces of the palisade layer, are utilized by the Arabians in the preparation of a fermented liquor, "Kischer" or "Gischr." These hulls are also exported from coffee-growing regions under the names "Sultan coffee," and "sacca-coffee," as an adulterant of coffee, the fact that they are a product of the coffee tree and the claim that they contain a certain amount

of caffeine and other valuable constituents being offered as excuses for their use. These claims are not worthy of consideration, as the product is even more worthless than most of the common substitutes.

The hulls occur in small amount in genuine coffee, but when the amount is considerable, adulteration is indicated. They are of a black color, with a small ring about 2 mm. in diameter at the upper end, in the middle of which is the scar of the style. Highly characteristic elements being absent, it is often difficult to identify the material in powder form. The epicarp (Fig. 334, *cp*) and brown mesocarp resemble the corresponding tissues of the carob bean, though the epicarp of coffee may be distinguished by the stomata with two adjoining cells and the thicker-walled mesocarp, the contents of which do not give the blue or violet color on warming with alkali.

Inner Coffee Hulls, consisting of endocarp with particles of the adhering palisade layers, are parchment-like in texture and of a buff color. Although they have scarcely more value than sawdust, they have been used in the United States as an adulterant of wheat bran and other cattle foods. Charred hulls have recently been detected by the writer in ground pepper. This material is characterized by the groups of crossing fibers (Fig. 336).

Artificial Coffee Beans moulded from dough, sometimes with the admixture of chicory and

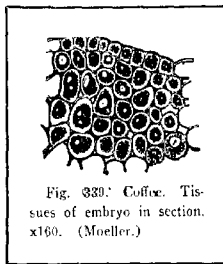


Fig. 339. Coffee. Tissues of embryo in section. x160. (Moeller.)

other materials, resemble genuine roasted beans in form and color, but are distinguished by the exact correspondence of beans from the same mould, the shallow cleft, the absence of chaff in the cleft, the granular texture, and other physical characteristics which can be learned only by experience. As usually prepared, they sink at once in cold water. Under the microscope, starch and other elements of the constituents are identified.

Artificial Broken Coffee similar to the artificial beans, but made in irregular lumps, not moulded in the forms of beans, resembles closely

broken coffee beans and serves as an adulterant both for whole and ground coffee. Another form of artificial coffee much used in America consists of pea hulls, cereal matter, and molasses, made into small pellets.

The fruits and seeds used most commonly as substitutes or adulterants of coffee are wheat, rye, barley, maize, and other cereals, also cereal products, such as bran, middlings, bread, etc.; peas, beans, lupines, cassia seeds, astragalus seeds, parkia seeds, chick peas, soja beans, peanuts, and other leguminous seeds; dried figs, prunes, pears, bananas, and carob bean pods; date stones, ivory nuts, acorns, grape seeds, fruit of the wax palm, cola nut (*Mussaende-Kaffee*), and false flax.

Chicory is by far the commonest root used in coffee. It is gummy, sweet to the taste, colors cold water a deep yellow, and is identified by the vessels and latex cells. Other roots used are dandelion, beet, turnip, and carrot, all of these being adulterants of chicory.

Coffee Substitutes (European). Among the hundreds of proprietary articles sold in Europe as substitutes for coffee are the following: "Kanon" (rye, coffee, chicory); "Dattel Kaffee" (wheat, chicory, figs and coffee); "Homeopathischer Gesundheitskaffee" (wheat, chicory, and cocoa shells); "Hygienischer Nährkaffee" (cereals and acorns); "German Soda Coffee" (cereals, chicory, and sodium carbonate); "Jamaika Kaffee" (barley); "Mokka-Sakka-Kaffee" (barley and other constituents); "Saladinkaffee" (maize); "Malto-Kaffee" (malt or mixtures of malt and other cereals); "Kraft-Kaffee," "Frucht-Kaffee" and "Allerwelts Kaffee" (lupine seeds); "Mogdad," "Neger," and "Stephanie-Kaffee" (seeds of *Cassia occidentalis* and *C. sophora*); "Sudan-Kaffee" (seeds of *Parkia Africana* and *P. biglobosa*); "Schwedische Kontinental-Kaffee" (seeds of *Astragalus boeticus*); "Deutscher" or "Französischer Kaffee" (thick pea); "Ungarischer Kaffee" (coffee, lupines, and chicory); "Africanischer Nussbohnen Kaffee" (peanuts); "Bayrischer Kaffee" (beets, figs, rye, and legumes); "Mokara" or "Feigenkaffee" (figs); "Figine" (figs and chicory); "Melilotin Kaffee" (coffee, chicory, and date stones); "Almond Coffee" originally made of the tubers of *Cyperus esculentus* L., later of acorns, chicory and dandelion root); "Frank Kaffee" (chicory); "Café de Rheims" and "Rations Coffee" of the French army (coffee and chicory); "Domkaffee" (chicory).

Coffee Substitutes (American). Among the preparations made in the United States, the fol-

lowing have been found to consist of various preparations of cereals: "Ralston Cereal Coffee," "Grain-O," "Postum Cereal Coffee," "Ayer's Hygienic Substitute for Coffee," "New Era Hygienic Coffee," "Shredded Cereal Coffee," "J. W. Clark's Phosphi Cereal Nervine Coffee," and many others. Other preparations are: "Old Grist Mill Entire Wheat Coffee" (wheat, peas, and real coffee); "Fischer Mills Fresh Roasted Malt Coffee"; "Kneipp Malt Coffee" (barley or malt); "Kentucky Coffee" (*Caesalpinia pulcherrima*).

COLOMBIAN COFFEE OUTLOOK

According to advices from a regular correspondent at Bogota, an extraordinary increase in the coffee production of Colombia is expected within the next five years. Coffee planters and exporters have been talking of some propaganda work in the United States for Colombian coffees, the idea being suggested by the propaganda activities of the Guatemala coffee interests. There is, however, little hope of governmental aid, as the treasury shows a monthly deficit of more than \$400,000. If anything is done it will have to be accomplished by the coffee men themselves.

COFFEE FAMINE IN GERMANY

Arthur G. Abrecht, writing from Berlin for the *New-Yorker Staats-Zeitung*, in discussing the food question in Germany, speaks of the recent addition of coffee and tea to the list of articles taken over by the government. This was made necessary upon discovering early in April that the supply of coffee in trade would last the civilian population barely a month and a half at the average rate of consumption, while the army and navy had only about a four-months' supply. While the amount of tea on hand would have ordinarily lasted about a year, it had to be included together with the coffee in this regulation on account of the abnormal demand that would have arisen for it had the sale of coffee alone been restricted.

CHINESE TEA SALES INCREASING

Chen Chi, late Chinese commissioner to the Panama Exposition at San Francisco, has taken up with local tea dealers in Shanghai a plan for increasing the sales of Chinese tea in America. During the past year the total sales of Chinese tea advanced 18,000,000 pounds, from 113,420,400 pounds in 1914 to 131,778,800 pounds in 1915.

TEA CULTIVATION IN AFRICA

Introduced Into Natal from Calcutta in 1877, the Industry Now Boasts a Production of More Than Two Million Pounds Annually

APPARENTLY we have not yet seen the last of the prospective experiments with tea, says a writer in the *Calcutta Capital*. The dark continent seems keenly anxious to obtain some share in the production of the valuable commodity that has hitherto been believed to be the exclusive product of the East. Already there are records of some progress in this line from four different centers, viz., Natal, Nyassaland, Southern Nigeria, and Uganda. Of these, the first-named country is the only place where tea cultivation has been undertaken on a serious scale.



A TYPICAL NATAL TEA FACTORY

There is often a serious disadvantage in the conduct of large industrial concerns like those of tea in India and Ceylon. Those actually engaged in the work from year in and year out, with all its complex problems and various demands upon the attention, necessarily get but few opportunities to study the whole question from a general aspect or an outside point of view. This, however, not seldom involves issues that vitally affect the industry as a whole. The principles that regulate modern commerce are quite incompatible with a closed door policy. There

no doubt still survive a few monopolies that occasionally lie in our way, but they must be regarded as the remnants of a more primeval period when individual interests succeeded in supervening over the exigencies of the general weal of communities. It is, therefore, of the utmost importance to keep ourselves well posted up with all the movements of the great world beyond our immediate view so as to be best able to ensure success on our own lines.

NATAL'S YEARLY OUTPUT TWO MILLION POUNDS

Africa, as a whole, with its dry and high tablelands, is quite unsuitable for the cultivation of tea, but there is very often a coastal line, more humid and warm, ranging from an altitude of 800 to 1,000 feet where its cultivation has been attended with much success. As already mentioned, Natal stands the first in order of precedence. Here the cultivation, both in the experimental and commercial stages, has proved successful and has managed to establish an industry of more than a mere local magnitude. The first venture was made about thirty-eight years ago when some tea seeds, obtained from Calcutta, were planted as soon as they arrived. The varieties introduced were the "Assam Indigenous" and the "Assam Hybrid" that were supplied, the first from Rookang estate, and the second from Longburr estate. But the first few years were mere records of failure caused chiefly by climatic accidents and insect pests. It was, therefore, not until four years later, in 1881, that any real attempts were made to introduce the cultivation of tea in Natal on a plantation system. Within the next year or two the results proved much more encouraging, and in 1883 nearly 149 acres were placed under this cultivation. Once the initial difficulties had been overcome, the course of further progress was almost unchecked, and in ten years more (1893) the total acreage under tea in this colony rose to 1,883 acres, and by the next decade it averaged between 3,000 to 4,000 acres, yielding an approximate annual out-turn of 2,000,000 pounds of the manufactured article.

A RAILWAY BUILT ON COFFEE

The railway in the western hemisphere that produces the most revenue to the mile is in Brazil. It is the Sao Paulo Railway, 134 miles long, from Santos, by way of Sao Paulo, to Jundiaby. The road carries more than one-half of the world's supply of coffee, and is said to be one of the best managed railways in South America.

HAWAIIAN RED PEPPER TRADE

By Creating a Demand in This Country for the
Dried Article, a Profitable Industry Can Be
Built Up in the Islands

By A. P. TAYLOR
Honolulu

MANY mainland firms have made inquiries during the past few months concerning the common small red Hawaiian peppers. Since a quarantine was placed on several fruits and other products of the Hawaiian Islands by California authorities, on account of the report that the Mediterranean fly had infested some of the Hawaiian products, the pepper is no longer grown on a commercial scale.

Practically every Hawaiian has a plant or two around his house for home use, but none are now grown for drying or exporting. These peppers are very easily raised all over the islands, and if a good market could be found for the dried product, the Territorial Marketing Division, conducted under the supervision of the United States Experiment Station at Honolulu, believes that the industry could be established on a profitable basis.

Superintendent Longley, of the Territorial Marketing Division, states that an attempt was made by the division a short time ago to establish the dried pepper industry here, using Anaheim Chili peppers, but nothing resulted from his efforts.

Peppers can be shipped into the United States dried, but there is a quarantine against the fresh product, due to its susceptibility to the melon fly. The producer would have to get f. o. b. Honolulu about 17 cents a pound for the dried product to make it a paying business.

SWEDISH COFFEE SHIPS SEIZED

Five large Swedish steamers with coffee from South America are reported to have been seized by the British, and the steamer Kronprinzessin Margareta, also coffee-laden, has been taken to Kirkwall, Scotland. The action is believed to have been the result of allegations that German agents were gathering large quantities of coffee in Sweden for export to Germany as soon as the war is ended.

FIG AND BARLEY COFFEE IN CHILE

Fig and barley coffees have been placed on the market in Chile as substitutes for coffee, and their low price is making them popular in Santiago, capital of the republic, and in the provinces.

RECENT COCOA IMPORTS INTO U. S.

According to the compilation of Frank G. Alden, 678,415 bags of cocoa have been received at New York for the five months ending May 31, 1916, as against 668,291 in 1915 and 581,770 in 1914. The big factor was the movement of African with 231,934 bags, Bahia 115,869 bags, and Trinidad 98,893 bags.

Cocoa arrivals in detail at the port of New York from January 1 to May 31 follow:

	Bags		
	1916	1915	1914
Trinidad	98,893	114,394	118,886
African	231,934	131,188	142,464
Bahia	115,869	68,493	75,241
Sanchez	87,009	93,916	78,302
Venezuelan	60,708	95,836	46,411
Guayaquil	46,644	99,209	60,651
Cuban	827	8,640	9,258
Grenada	14,662	16,750	14,772
Para	2,982	6,480	3,793
Haiti	543	9,469	9,125
Surinam	457	158	7,468
Ceylon	4,264	7,354	3,860
Java	2,519	1,922	4,290
Colombian	1,717	1,122	581
Maracaibo	2,263	1,685	779
Jamaica	4,422	9,479	4,771
Divers	2,692	2,195	908
Total	678,415	668,291	581,770

The above includes cocoa in transit and exports.

IMPORTS OF AFRICAN GRADES

	St. Thome	
	1915	1916
1915	8,129	123,069
1916	32,320	199,604

NEW MILK MADE FROM PEANUTS

Recently European experimenters have succeeded in producing a synthetic milk from peanuts. The peanuts are shelled and the nuts crushed, forming a glue-like mass, which is mixed with distilled water and starch meal. This mixture is then boiled, being stirred continually while boiling, and then finally filtered. After a period of about two hours it is transformed into a kind of milk, the flavor of which is not particularly agreeable, but it is suitable for use in coffee, cocoa, tea, etc. When the milk stands for a time it will assume a thick consistency, but, on being stirred in, returns to a fluid state. The cost of peanut milk is moderate, being about half as much as cow's milk.

GOV'T. APPEALS CARTER-MACY CASE

[FROM A STAFF CORRESPONDENT]

WASHINGTON, D. C., June 21, 1916.

Word has been received here that Assistant Attorney Wemple will file a brief with the Supreme Court of the United States some time next month in the Government's appeal in the Carter-Macy tea case.

L. M. L.

THE PRACTICAL COFFEE ROASTER

¶ A department discussing coffee-roasting problems and matters of timely interest to wholesale coffee roasters, with all the news of the field. Subscribers' questions of general trade interest will be answered here free of charge.

TALKS TO COFFEE BUYERS

Suggestions for Wholesale and Retail Dealers on Buying, Testing, Roasting, Blending and Marketing

BY WILLIAM B. HARRIS

Coffee Expert, U. S. Department of Agriculture,
New York

No. 13—PACKAGE COFFEES FOR RETAILERS

THIS is the age of package merchandise in one form or another. All sorts of articles are obtainable in package form and, in the case of food products, items that were always sold in bulk are now packed and wrapped ready for delivery.

In some sections of the country package coffees are, and have been for years, preferred, while in other directions bulk coffees alone are salable except for certain well-advertised brands.

INCREASING POPULARITY OF PACKAGE COFFEES

With the increasing popularity of the sanitary package and the tremendous amount of advertising such packages are receiving on the part of box and bag manufacturers, as well as the merchants using the material, there is certain to be an increase in the sale of package coffees in districts where heretofore bulk goods have had a preference.

The questions for the dealer to decide are as to whether he will continue selling bulk coffees to be weighed out as the customers come in, or whether he will make an effort to establish his own package brands.

SELLING BY BRAND, NOT PRICE, HOLDS TRADE

There is entirely too much coffee sold on a price basis. Signs are numerous advertising the best coffee at 20 cents or the highest grade at 25 cents. Any dealer can sell coffee in this way, but it is a poor policy. The consumer attracted solely by price will purchase first one place and then another. If the grocer expects to hold his trade he must of course give value, but he must go further; he must fasten the trade to his store by one means or another.

With regard to the line in general, Service plays an important part and, consequently, affects each item sold to a certain extent; but if the grocer can influence his customers to call for coffee by brand names rather than coffee at a price, he has a far greater hold upon the purchaser.

DEALER MAY PUT UP HIS OWN PACKAGES

Having settled upon the number of brands to be carried, the dealer may secure his containers and pack the coffee himself or, preferably, have his coffee shipped in package form.

There are many kinds of packages, including bags, cartons and cans, the latter being the most expensive. Bags are the least expensive and the most easily handled if the dealer should prefer to do his own packing. Besides this, the different brands are easily indicated by different colored bags, while the printing can all be done at one time in one color with a single change of brand name. This makes it possible to order a moderate quantity with a minimum cost for printing.

Should the dealer prefer to have his various brands shipped in package form, he should make certain that the blends ordered will be packed and that they will be kept absolutely uniform.

BUY IN BULK AND LET JOBBER PACK IT

The best plan for the dealer is to arrange for his blends at the bulk price plus a charge for packing and then to furnish his own package. The house supplying the coffee and packing the brands will carry a reasonable supply of bags or cartons and account for the material as the orders go out.

The printing on the package should be clear and as simple as possible. If any claims are made with reference to the blend, they should be absolutely correct. The brand names should not be compounded from the names of coffees unless the coffees are actually used in sufficient quantity to have an effect on the blend.

If the brands are packed for the dealer, the words "packed for" or "distributed by" should appear over the dealer's name. The net weight of the package must also be stated.

COFFEE QUESTIONS ANSWERED

Replies to Subscribers Having Roasting Problems
and Seeking Technical Information

By WILLIAM B. HARRIS

Coffee Expert, U. S. Department of Agriculture, New
York

THE following questions, having reference to matters which chiefly concern the readers of this department, are answered here as well as by personal letter because they touch upon topics of interest to coffee roasters generally:

COFFEE STANDARDS OF NEW YORK EXCHANGE

C. T. H., London, England, requests the following information: 1—What is the shape and the scale of the coffee standardization? What is the meaning of Santos No. 5, No. 7, a. s. c., and who judges, and upon what data, whether a coffee belongs to a No. 5 or No. 7? 2—Is the price in New York in dollars, cents, per English pound, and in Rio and Santos in milreis per ---?

Answer to 1—Coffee standards from two to eight, inclusive, are made up and sold by the Exchange. These standards are furnished in sealed cans, about a pound each. Santos No. 5 means a coffee that will tally as to imperfections with the standard type of a No. 5 coffee. Santos No. 7 means a coffee that will tally as to imperfections with the standard type of a No. 7. There are ten licensed graders of the New York Coffee Exchange that act as a board of arbitration where there is any question as to a grade of a coffee.

Answer to 2—The price in New York is in dollars and cents. For exchange purposes the amount would be figured at pounds sterling at the existing rate of exchange. The price in Rio and Santos is based on milreis per ten kilo.

GRADING OF SANTOS COFFEES

A Washington subscriber writes, asking for information as to the method by which points are determined in grading Santos coffees. He says:

"I understand there are twenty-nine imperfections allowed to the point for Santos No. 40, which makes fifty points. Now in what manner is the fifty points determined? Also, kindly advise me regarding the characteristics; that is, color when recently picked and old; color after infusion, and whether or not a distinct aroma, of the following coffees: Santos, No. 4; Porto Rico, good grade; Maracaibo, good grade; Guatemala, good grade; Hawaiian Kona; also the difference between Bourbon Santos and Santos."

The difference between the grades is determined by estimating the number of black beans or their equivalent in the sample of coffee. The sample

used to grade is a pan sample of about 13 ounces, not a pound as stated. The different grades of coffee contain the following number of black beans or their equivalent:

Grade No. 2.....	6 black beans or equivalent
Grade No. 3.....	13 black beans or equivalent
Grade No. 4.....	30 black beans or equivalent
Grade No. 5.....	58 black beans or equivalent
Grade No. 6.....	115 black beans or equivalent
Grade No. 7.....	200 black beans or equivalent
Grade No. 8.....	450 black beans or equivalent

No one seems to know just exactly how the imperfections are tallied against the black beans. The fifty points between the grades are arbitrarily fixed and are not determined by the imperfections in grades.

New-crop coffees vary in shade from a light to a dark green. Old-crop coffees change to a lighter or yellow color. We do not understand the reference to color after infusion. The coffees referred to have a distinct aroma. It is a very difficult matter to describe the aroma of a coffee, for the reason that no one knows exactly what coffee aroma is.

The difference between the "Bourbon Santos" and "Santos" is that the "Bourbon Santos" is usually smaller bean, and as a rule more acid than the regular Santos coffee.

"OILY" OR "SWEATED" BEANS IN COSTA RICA COFFEE

W. B. S., Hartford, writes: "We are up against this coffee problem: How to roast Costa Rica coffee which shows up 'oily' or 'sweat' beans. We have a very fine lot of this coffee on hand, and find quite a few beans which our roaster is unable to do away with. How should this coffee be roasted, if it is possible to do so without bringing the oily beans into prominence?"

Answer—Nothing can be done with coffee which shows up oily or sweaty beans. Coffees of this description are usually sold at a concession in price, and jobbers are mighty glad to get rid of such chops. They are likely to make trouble wherever they are used, as these oily beans usually have a very unpleasant character. My suggestion would be that the dealer should get rid of the coffee as promptly as possible, even if necessary to take a loss to do so.

COFFEE MILL CONTRACT AWARDED

[FROM A STAFF CORRESPONDENT]

WASHINGTON, D. C., June 21, 1916.

Ernest Law & Co., Philadelphia, were to-day awarded the contract for furnishing 20 coffee mills at \$100.80 for the Marine Corps, by the Quartermaster General. Bids were opened here on June 5.

L. M. L.

TALKS ON CUP TESTING

The Coffee Business as Viewed from the Standpoint of an Expert Cup Tester

By GEO. F. DEROO
Melrose Highlands, Mass.

No. 6—SPECIAL APPARATUS FOR CUP TESTING

AS announced in my last paper, it was intended that the present should be a discussion of the "Paramount Test," and while it will, perhaps, prove to be one of the most interesting of the series, it has been thought best to defer it to a later number. This is due partly to the request of a reader and also to the fact that the paramount test does not require the apparatus preferably used in the commoner forms of test already described.

USAGE DETERMINES NATURE OF APPLIANCES

Constant practice and usage generally determine the nature of appliances in any kind of work; and while a person extremely exact and painstaking, familiar with the requirements of cup testing, can get along with almost anything which will permit of the necessary work of preparation being done, he will much prefer the correct thing for the sake of expedition, if for nothing else.

RIGHT APPARATUS IMPORTANT

In the hands of novices at cup testing, ignorant of the significance of certain exact conditions required, wrong utensils operate as a distinct barrier to progress. In no respect is such flagrant error seen as in the grinder.

In markets where cup testing is of somewhat recent adoption, the writer has frequently seen people, who claimed to make a specialty of cup testing, use for grinding their samples the large mills, or small types thereof, such as are found in the average grocery store—a fly wheel on each side and burrs perpendicular. In no style of perpendicular grinders have I ever seen one which could not leave some part of the sample just round resting or sticking on the sides of the burrs enclosing the burrs. Successive samples thus ground are consequently more or less mixed together, and if a coffee of hidey or Rioy characteristics is ground, any one or all of half a dozen samples prepared subsequently are liable to be affected by admixture with the poor lot.

To the observing student of cup testing practically every sample of coffee promises a distinct flavor peculiar to itself or to its type, and such as look exactly alike, to the discerning eye, will

usually show marked similarity in cup. The real coffee expert should possess an instinctive knowledge regarding the cup of most every green sample coming to his notice, a knowledge to be gained by close observation and constant practice. If a correct knowledge of the probable drinking merit of coffees, seen only in the green, is to be gained, how necessary it becomes to guard against any possible mixing of samples to be tried out in the cup!

RIGHT GRINDER MOST IMPORTANT

For our purposes, then, the perpendicular burr grinders should be avoided. There are several makes of the old-style mill for home use in which the burrs, as well as the handle for grinding, rotate horizontally. The "Universal," made by Landers, Frary & Clark, is made entirely of metal and is, so far as I know, the best made in America. There is an imported mill, however, in which the burrs are seemingly indestructible and will last a lifetime, but the box and case are wooden and with much hard usage soon come apart. Aside from these two mills, I know of none at present which are good enough to use in coffee testing; the several cheap makes sold to family trade, while satisfactory for home use, are not suitable for testing. The burrs in the latter seem to be merely cast or ground out of soft iron and soon wear out, besides which they are liable to cause trouble in unexpected ways, as the following incident will illustrate.

OBJECTION TO CHEAP GRINDER ILLUSTRATED

While engaged in the brokerage business some years ago, I happened one morning to go into the "sanctum" of a buyer who, by the way, was of a type I had in mind when writing much of the first two articles of this series. Genial enough, an excellent sales manager, large in girth and salary, he quite lacked any practical knowledge of coffee, particularly in the cup, though, as is usually the case, he was sublimely unconscious of the fact himself.

Pursuant to the policy of always satisfying myself as to a coffee's merit before submitting it to prospective buyers, I showed him a sample which I knew to be all right. He invited me to "put it on" and, upon my doing so, he turned about in his desk chair to "try it out." He looked at the unbroken crust, smelled of it, and then, with a baffled expression, "turned the table" around for my examination of the coffee which, by the appearance of the crust, looked as if it were mixed with stove blacking. I broke the crust and the liquor looked the same way. My friend wanted to know "what had gotten into

coffees lately, anyway, as every sample he had looked at that morning had drawn the same way?" He gave it up! I poured some of the water from the kettle into a clean cup. It looked and smelled all right. I then examined the grinder, one of the cheap American makes before mentioned, and there I found the trouble. The burrs had worn down and he had that morning tightened the regulator, as it had been grinding too coarse. There was quite a lot of fine, powdery dust being made from the friction of the regulator with the top parts of the grinder, and this was finding its way into the machine and mixing with each sample ground. Whether this alone accounted for the effect on the samples I do not now recall, but I suspect that there may have been an accumulation of oil, etc., on the soft iron of the burrs, which was gradually rubbed off after setting the mill for the finer "grind."

ON CUP CHARACTERISTICS

A Series of Condensed Talks on the Various Growths that Find Favor in the American Markets

By R. C. WILHELM
New York

No. 5—MEXICANS

DURING recent years Mexican coffees have won an important place with the American trade, both on account of the liberal supply and because the highland coffees rank with the best produced in the world. They have full, rich body, fine acidity and a "bouquet" or aroma surpassed by none. The United States consumes more than a third of the annual crop, which reaches nearly 400,000 bags.* This production is mainly from a small area of some 200 miles, which is situated nearly the same distance inland from Vera Cruz. About 10 per cent of the importation are the West Francisco.

COTEPEC COFFEES AMONG THE WORLD'S BEST

The finest Mexicans are produced in the district of Cotepec (Co-át-e-pec) at an altitude of from 3,000 to 4,000 feet. The combination of climatic condition, altitude and the rich volcanic soil gives a quality which places these in the front rank with the world's best coffees. When aged for a year in the Mexican climate, their acidity is tempered and they so mellow that they indeed become perfection. Unfortunately, the high rates of interest prohibit their being held for this pur-

pose, and, ordinarily, they are rushed to the market as soon as they can be harvested and prepared for shipment. Many other Mexican coffees are marketed under the name Cotepec.

CORDOVA COFFEES ARE BEAUTIFUL ROASTERS

Some fine coffees are raised from 500 to 1,000 feet lower in the adjoining districts of Jalapa (Ha-láp-pa). The district of chief production is Cordova, which is on the southern side of the volcano. These are very stylish coffees, especially beautiful roasters, but they are thin in body and do not compare with those first described. The districts of Orizaba and Huayusco (Wha-toós-co) adjoin. The coffees from the former resemble medium grade Cordovas. Some of the higher growths in the latter district are of fair cup quality.

OAXACA GROWN IN MOUNTAINS BY INDIANS

In extreme southern Mexico the district of Oaxaca (Wa-hóck-ah) grows some fine coffees. Their chief characteristic is sharp acidity. They are not large bean, nor stylish coffees, for they are mainly grown in the mountainous districts by the Indians, who have no facilities for milling, polishing, classification, etc. For this reason milled Oaxacas are but rarely seen. In Mexico "beneficios" (large plants having machinery for curing and handling and large cement drying "patios," etc.) are to be found only upon the large estates. These purchase the fruit from the smaller "haciendados" and, after curing, ship under their own marks. In the Oaxaca district the Indians sometimes bring in but a bag or two. Now and then a youngster may have only a handful from his particular tree. In former years coffees were mixed indiscriminately, so that varying samples might be drawn from different parts of a bag. Stones were sometimes slipped in to add weight. One of the writer's friends once found an old cook stove in a barrel of Jamaica coffee. But, nowadays, great care is taken to combine coffee of a class into the thoroughly averaged lots of 250 bags in which they are ordinarily handled.

NATURAL MEXICANS LIMITED TO LOW GRADES

Sierras and Tampicos are low growth and being "woody," are used for low-grade purposes. High-growth coffees improve with age; low-growth become woody and punky. The shipment of natural Mexicans has fallen off until now, they are limited to the cheaper grades. Many low growths are "hidey," due to the excessive fermentation explained in the preceding talk. Occasionally sour beans are found in cuf-

* These are the figures for normal times. Since the revolution Mexican production and exports have been materially curtailed.

any Mexicans, so that care must be used in selection.

The fine Mexicans are valuable for adding "heat" and richness to fancy blends, as well as for acid. A proportion of not more than 20 per cent to 25 per cent is advised, especially if used with other acid coffees, for an excess of this characteristic would throw a combination out of balance.

COFFEE ASSOCIATION ACTIVITIES

Educational School Exhibit and Book on "Coffee Grinding and Brewing"—Annual Clam Bake—

President Weir on the Retail Grocer's Coffee Problems

COMMITTEE of the National Coffee Roasters' Association has in preparation an educational school exhibit, consisting of a glass-covered box containing samples of coffee in berry, parchment, peaberry, natural green and ashed green; five samples of different granulations; colored pictures of the coffee branch and of various green coffees; photographs of coffee culture, and a domestic science exhibit, consisting of five charts, each 9½ x 11 inches, illustrating various points on grinding and brewing, as follows:

1. Microscopic enlargement of a grain of coffee.
2. Comparative efficiency of granulations.
3. Comparative water temperature efficiency.
4. Comparative extraction efficiency.
5. Seven primary principles of coffee grinding and brewing.

A booklet on "Coffee Grinding and Brewing," containing a summary and explanation of reports of the association's committee on better methods of coffee making, as authorized by the last convention, is also being prepared for distribution by members of the association.

COFFEE ROASTERS AT CLAMBAKE

A clam bake participated in by members of the New England and New York branches of the National Coffee Roasters' Association was held at the Pomham Club, Providence, R. I., on June 23.

In addition to the members of the New York and New England branches, Charles Lewis, of Cincinnati, was present, also Thomas M. Royal and B. C. Bettner, of Thomas M. Royal & Co., coffee paper bag manufacturers, Bryn Mawr, Pa. Members of the press were not invited, but a statement issued from the office of the president states that the affair was an entire success.

F. O. Field was toastmaster, and talks were

made by Ross W. Weir, George S. Wright, Chas. Lewis, G. B. Lehigh, T. K. Baker, T. M. Royal, W. T. Morley and LeRoy Berry. F. J. Ach, who was unable to be present, sent an original poem, which was read at the dinner, entitled "The Passing Show, Viewed from the Padded Cell of a Kept-at-Home."

PRESIDENT WEIR ON RETAILER'S PROBLEMS

President Ross W. Weir, of the association, has addressed a circular letter to the members commenting upon the address entitled "The Retail Grocer and His Coffee Business," which was delivered before the recent New Orleans convention of the National Association of Retail Grocers by B. C. Casanas, of New Orleans, as a substitute for a proposed paper by Mr. Weir, who was unable to attend. Mr. Weir, in his letter, writes:

"Mr. Casanas's address was such an able and forceful argument that I am desirous of having every member of the association note same in advance of our further discussions of the subject at our Atlantic City convention in November next. Consequently, I would earnestly request that every member acquaint himself with the argument put forth by Mr. Casanas.

"Personally, I feel that there is no more important subject before the association at the present time than the retail grocer's problem, as applied to his coffee business. I feel that we should endeavor to arouse the grocer to the true sense of his situation, and co-operate with him, in so far as it lies in our power, to enable him to recover this portion of his business, which is gradually being lost to chain stores, mail-order houses and other factors.

"The committee appointed at our Chicago convention, consisting of Messrs. Seelye, Brand, Becson, Holstad and Jones, are actively at work on this problem, and I am quite sure will be able to report something of interest to us at our November convention. In the meantime, I feel that what missionary work we can do each and every member should do for the mutual good of all concerned."

KAFFEE HAG TO BE MADE HERE

Caffee to be Extracted in American Plant Now Building Instead of Being Imported from Germany

THE Kaffee Hag Corporation, New York, manufacturer of Kaffee Hag, the caffeine-free coffee, is installing caffeine extracting machinery in a new plant at New Brunswick, N. J. This concern is now importing its product from Germany, but owing to the uncertainty of deliveries, due to the war, the management recently decided to "Americanize" and establish a plant in

this country. The factory will be ready for operation about September 1. Coincident with the opening of the plant the company plans to launch an aggressive sales campaign.

Until the war the green coffee was treated at the Bremen factory, where it was also roasted and packed for the American trade. Later shipments via Holland were delayed to such an extent that it was decided to have the coffee roasted and packed in New York. This arrangement has continued, and it may obtain even after the New Brunswick caffeine extracting plant is in operation.

THE MEANING OF "KAFFEE HAG"

The coffee known here as "Kaffee Hag" has been sold in England under the name "Life Belt." When "Life Belt" was recently registered here by the American Kaffee Hag Corporation, many in the trade believed the name was to be substituted for the essentially German name under which the product has been so extensively advertised, in order to provide against any criticism of its German connection from interests not in sympathy with things hyphenated. "Kaffee Hag" translated, literally, means coffee manufactured by the Handels-Aktien-Gesellschaft, the green coffee treating company at Bremen. The word Hag is made up from the first letters of these three words in the company's name. It will be recalled that the caffeine-free coffee manufactured by the H. A. G. of Bremen was first introduced to America by Merck & Co., under the name "Dekafa," later changed to "Dekofa."

Fred L. Roselins, secretary and treasurer of the Kaffee Hag Corporation, when interviewed by a representative of this paper, denied that the corporation had any intention of changing the name of its product. The registry of the name "Life Belt," as well as the name "Life-Buoy," was merely a protective measure. There was the Canadian market to be considered.

COFFEE TRADE'S PATRIOTISM

Many Concerns will Pay Full Salaries to Employees
Absent on National Guard Service and Restore
Their Positions on Their Return

WHEN President Wilson last month issued a call for the National Guard to serve on the Mexican border, a wave of patriotism swept over the nation and its island possessions. From every State and Territory members of the militia who were found physically qualified to endure the hardships of Mexican service gladly—nay, eagerly

—sought the opportunity to aid their country. The tea, coffee, spice, extract, grocery and allied trades have shown the same patriotic and unselfish, helpful public spirit as have all other trades, industries and professions throughout the length and breadth of the land. It is evident that no partisanship, no politics, enters the minds of Americans on this question.

The great preparedness parades in which hundreds of thousands of loyal Americans have participated in the larger cities recently have demonstrated, if demonstration were needed, how the people feel in the matter of defending their country and its rights. But, because of the admittedly unprepared condition of the United States, no provision had been made for a contingency like the present one, when something like 150,000 employees of American manufacturing and trading concerns, who are members of the National Guard of 48 States, have been called from their homes and their businesses and sworn into the military and naval service of the United States Government. Inasmuch as the Government pay to army officers and privates is considerably less than the average clerk's salary, it is obvious that a National Guardsman, in order to serve his country, must make a great financial sacrifice. The Federal Government, recognizing this, has just enacted a law which provides for payments up to \$50 monthly to such families of militiamen serving in the army as are without means of support. The decision of numerous corporations and firms in every line of business to pay the salaries of their employees who are members of the National Guard and to hold their positions open for them, means much more to the militiamen and their families, and is a movement of nation-wide significance and importance.

GROCERY TRADES BACK UP "BOYS IN KHAKI"

In no branch of American commerce has this movement to stand back of "the boys in khaki" on the border gained a firmer foothold than in the tea, coffee, spice, extract, grocery and allied trades. THE TEA AND COFFEE TRADE JOURNAL, desirous of aiding this patriotic plan, and of ascertaining to what extent the members and employees in these trades were actively engaged in military service, and what financial provision had been made for them and their dependents, addressed a letter of inquiry on this subject to the representative importers, jobbers and manufacturers in the United States. It is impossible in this limited space to quote from all of the replies received, showing how deep and how widespread is the feeling of patriotism and of unselfish public service on the part of these business

men, but a few extracts from these letters will show the general trend of thought:

The American Sugar Refining Company, a number of whose employees have answered the President's call, announces that all such employees will be reinstated upon their return from service and that all salaries will be continued irrespective of the length of such service.

The Biston Coffee Company, St. Louis, replies that the families of two of its employees who responded to the call will receive their salaries in full during their absence and their positions will await them upon their return. The company advises that this is the action taken by most St. Louis concerns.

The Eureka Coffee Company, Buffalo, writes to the same effect—full salaries continued and positions restored upon the return of their employees from army service.

Samuel Wilde's Sons Company, importer and jobber in teas, coffees and spices, New York, states that it certainly will follow this course in the case of its one employee who has been called into the National Guard service, and adds: "We feel that were we not to do our share in such matters we would be lacking in patriotism."

PATRIOTISM THAT DOESN'T COUNT THE COST

Other houses in the trade whose employees have responded to the President's call and who have signified their intention to pay salaries, in full or in part, during the employees' absence and to re-employ them upon their return, are as follows:

Warner Sugar Refining Company, New York; Hard & Rand, New York; Arnold & Aborn, New York; B. Fischer & Co., New York; Russell & Co., New York; Thomas Roberts & Co., Philadelphia; William Bayne & Co., New York; William T. Reynolds & Co., Poughkeepsie, N. Y.; The William Edwards Company, Cleveland; Atwood & Co., Minneapolis; The National Cash Register Company, Dayton; Reid, Murdoch & Co., Chicago; Walter Baker & Co., Ltd., Boston; The Weideman Company, Cleveland; McCord-Brady Company, Omaha; S. Hamill Company, Keokuk, Iowa; The A. J. Deer Company, Hornell, N. Y.; Eppens, Smith & Co., New York; Royal Baking Powder Company, New York; The Pompeian Company, Baltimore; The Sperry & Hutchinson Company, New York; McCormick & Co., Baltimore, and Jaburg Bros., New York.

Albert Mackie Company, Ltd., New Orleans; Foley Bros. & Quinlan, St. Paul; Puhl-Webb Company, Chicago; The Morey Mercantile Company, Denver; American Machinery Company, Philadelphia; W. B. & W. G. Jordan, Minneapolis; Winston, Harper, Fisher Company, Minneapolis.

The following houses have agreed to hold their positions for or to re-employ in other positions

such of their employees as have been called to serve with the National Guard:

Haskell-Adams Company, Boston; Kelley Bros., Atlanta; W. H. Harrison & Co., Cincinnati; Stone-Ordean Wells Company, Duluth, and The H. D. Lee Mercantile Company, Salina, Kan.

The Scudders-Gale Grocery Company, St. Louis; Stetson-Barret Company, Los Angeles.

TWO EMPLOYERS SERVING THEIR COUNTRY

David E. Fromm, a partner in the firm of Gontard & Co., 82 Beaver street, New York, and Frederic McLaughlin, treasurer of W. F. McLaughlin & Co., Chicago, are two employers in the trade who are serving their country in the National Guard.

A large number of concerns in the tea, coffee, grocery and affiliated trades have written THE TEA AND COFFEE TRADE JOURNAL that none of their employees is a member of the National Guard, and none has enlisted for service following the President's call, but the following houses advise that should any of their employees enlist for service on the Mexican border, full or part salaries will be paid or positions will be held open awaiting their employees' return:

Pneumatic Scale Corporation, Ltd., Norfolk Downs, Mass.; E. T. Smith Company, Worcester, Mass.; Kaffee Hag Corporation, New York; Martin L. Hall Company, Boston; G. Washington Coffee Sales Company, New York; Ross W. Weir & Co., Inc., New York; McFadden Coffee & Spice Company, Dubuque, Iowa; James H. Forbes Tea & Coffee Company, St. Louis; The Shredded Wheat Company, Niagara Falls, N. Y.; Maury-Cole Company, Memphis; Halligan Coffee Company, Davenport, Iowa; S. H. Holstad & Co., Minneapolis, and The Kuester-Lowe Company, Charlotte, N. C.

Newmark Bros., Los Angeles; Lambert Machine Company, Toledo; Closset & Devers, Portland, Ore.; Smith, Lichty & Hillman Company, Waterloo, Ia.; American Coffee Company, New Orleans.

In Philadelphia the Acme Tea Company, the Robinson & Crawford Stores and the Bell Company—three large concerns operating chains of retail grocery stores—have announced that all National Guardsmen in their employ will be paid full salaries during their absence and that their positions will be awaiting them upon their return.

The Loose-Wiles Biscuit Company and the National Biscuit Company, according to a recent bulletin of the Merchants' Association of New York, will grant extended leaves of absence with full pay to all employees who serve in the National Guard and will reinstate them in their former positions upon their return from service.

THE PRACTICAL TEA MAN

¶ A Department devoted to the discussion of tea problems of importance to the trade, with the news of the tea packing and jobbing field. ¶ Subscribers' questions of general trade interest will be answered here free of charge.

TALKS TO TEA BUYERS

A Series of Discussions of Tea Problems Designed to be Helpful to Wholesale and Retail Tea Distributors

By S. LIVINGSTON DAVIS
New York

No. 1—MEETING CHAIN STORE AND PEDLER COMPETITION

MANY old-established grocers throughout the country are complaining bitterly because of the encroachment made on their business by chain stores, mail-order houses and peddlers. This menace is real and presents a difficult problem to those whose trade has fallen off because of this sort of competition.

Every business man who is not ready and willing to change his methods of doing business to suit changed conditions is sure to fall behind in the race, and it behooves us all to make a prompt effort to offset in some way the effect of such interference. The legitimate grocer must have some advantages over these new competitors, and it is up to him to find out what these advantages are, develop them, and make the most of them. In the tea department, the personal touch of the grocer with his customer can be used to great advantage to prevent his old friends from straying to the chain stores.

STUDY TEAS—TALK TEA QUALITY TO WOMEN

Tea is one thing every tea drinker is ready to talk about at all times; and if the proprietor of a store or one of his clerks will take enough interest in the business to make a study of tea, he cannot only hold his trade but add to it. At the same time he can induce his customers to use a better class of tea than can possibly be obtained at chain or premium stores and thereby increase his opportunity for profit. Every tea drinker, particularly the female of the species, which is much more abundant than the male, thinks she is a good judge of tea, and that is the side on which she may be easily approached.

DOLLAR A POUND TEA IS AN ECONOMY

A prosperous American is always willing to pay a good price if he is only assured he is getting his money's worth, and when convinced that a particular kind of tea is worth 75 cents to \$1.00 a pound, he will pay it and be perfectly satisfied. As a matter of fact, when it is remembered that a pound of tea will make upwards of 250 cups, it is a cheap drink at \$1.00 per pound. The reason that 29-cent tea, or tea at 60 cents with an attractive premium, appeals, is because tea is not important to the buyer, and when this condition prevails any tea is good enough; but the dealer can change all that by a little salesmanship and interest in the subject and in the customer.

CATER TO CUSTOMER'S PERSONAL PREFERENCE

A tea man in a store will have an idea of the taste and preference of most of his customers, and will have a word to say on the subject whenever he comes in contact with them. For instance, he will ask how that last lot suited, if it was too strong or too weak, and assure the customer that any deficiency in flavor or strength can be remedied next time, if desired, by adding a proportion of some special lot, and so on. He will be continually endeavoring to induce those who buy their tea elsewhere to give him a trial, and will submit samples of teas of real merit at high prices.

Every observing storekeeper knows that if a customer buys a pound of tea at 50 cents and a pound of equal grade at 29 cents, the 50-cent tea will always be the best. It is perfectly natural for people to judge the quality of an article they know little about by its cost; but the idea is to give them something so much better at 60 cents or 70 cents a pound that they cannot go back to the 29-cent kind without a shock.

Tea and coffee used to be very important articles from the grocer's standpoint, but he has been gradually letting the business get away from him and blaming someone else for it; whereas, if he worked as diligently and intelligently to hold this trade as his competitors do to get it, the competition would have but little success.

THE PRACTICAL SPICE MAN

¶ A department containing matter of special interest to Spice Importers, Spice Grinders and Spice Dealers; also the news of the Spice Trade.

TALKS ON SPICES

Series of Articles Dealing with the Uses and Trade Characteristics of the Leading Spices Coming to the American Market,

BY WILLIAM ARCHIBALD
New York

No. 7—CINNAMON, CASSIA, AND CASSIA BUDS

TRUE cinnamon is native to the island of Ceylon and consists of the bark of the tree *cinnamomum zeylanicum* of the order of *laurineae*. Cassia bark, or *cassia lignea*, and cassia buds belong to one or more of species of *cinnamomum*, cassia buds being the dried, unripe fruits of the Chinese cassia tree. Cassia bark is largely cultivated in China and appears throughout the east Asiatic archipelago.

Both cinnamon and cassia are often mentioned in the Bible and seem to have been valued as a spice from the earliest times. We do not know, of course, whether the spice referred to was the Ceylon cinnamon or the cassia bark.

HOW CEYLON CINNAMON TREES ARE GROWN

The Ceylon cinnamon tree is bushy, with a stout trunk about one to two feet through, and attains a height of from twenty to forty feet. It is not found wild to any extent and great care has to be taken in the selection of the proper soil, as this has much bearing on the quality of the spice produced. The best results are obtained by cultivation at a low elevation in a loose, sandy soil.

The tree is usually raised from seed and, under favorable conditions, in two or three years will begin to yield shoots suitable for cutting. The yield increases rapidly until maturity at about the seventh years. The shoots selected for cutting are preferably two years old and a tree will yield from four to seven of such shoots at each cutting. The cutting season is in May and November unless postponed by the rains. As the bark has to be carefully peeled for commerce, the cutting is done when the peeling can be most easily performed. This is when the sap commences to circulate between the wood and the bark, evi-

denced by the change of the young leaves from red to the normal dark green. Shoots about three to four feet long and about one-half to three-quarters of an inch thick are preferred for cutting. After cutting, the shoots are stripped of branches and tops, bundled, and brought to a peeling shed. The peeling and piping process is interesting, and the following description of it from H. N. Ridley's work, "Spices," is a good one:

THE PROCESS OF "PEELING" CINNAMON

This is done with a specially made knife, small and round-pointed, with a projecting point on one side for ripping the bark off. The peeler, sitting down on the ground beside the bundles of sticks, takes one in his left hand and makes a longitudinal slit from end to end, working the knife between the bark and the wood till he has raised it one-half an inch wide. Then, turning the stick, he makes a parallel slit, and, working the knife on that side, detaches the slip of bark. Sticks that do not peel freely he rubs with a piece of hard wood.

From time to time the slips are packed together, the convex side of one to the concave side of the next, till about eight or nine inches wide and about one and one-half feet long. The packs are piled in a small enclosure of sticks, and when the day's work is done the heap is covered with scrapings and a mat is tied over it. This is called "fermentation" by some people, but hardly amounts to that. The object is to keep the bark moist for the next operation.

HOW THE PIPING OF CINNAMON IS DONE

On the morning of the second day three sticks are driven into the ground at such an angle that they will cross each other about one foot high, and tied firmly at the point of crossing. They are used for supporting one end of a fourth stick, the other end of which rests on the ground. The operator sits down on the ground, places a strip of bark on the stick, and, holding it firm with his foot, scrapes off the outer skin with a small curved knife. The operator then takes a bundle of prepared slips and sorts them into different qualities, selects a slip suitable for the outer cover of the pipe, trims it and cuts the end square with a pair of scissors, and on a board three feet long, prepared for the purpose, proceeds to pack as many of the smaller pieces as it will hold; when dry, he adds another slip, and goes on till he has got the proper length. The pipes or quills are arranged on parallel lines

stretched across the shed, where they are left till they are firm enough for handling.

After this the pipes are finished off by pressing in the edges of the outside pieces and dressing the ends. Then they are spread out on stages in the sun, but covered with a mat, as the direct rays of the sun are apt to warp them. First-class pipes are of uniform thickness, color, and quality, the edges neatly joined in a straight line from end to end; the joints of the pieces that compose the outer cover are close and neat; the ends resemble a roll of paper, and the whole pipe will be firm and compact.

The sizes of the pipes vary according to the quality, finer sorts running from fifteen to twenty to the pound, inferior sorts ten to fifteen. They are eventually made up into bundles of 100 pounds weight, covered with gunny cloth. The bark of good cinnamon is then often no thicker than stout paper, light brown, dull, and faintly marked with wavy lines, showing here and there marks of the points of attachment of leaves or buds, slightly flexible, breaking with a splintery fracture. It has an agreeable, aromatic taste, and is slightly sweet. When chewed, it becomes soft, and seems to melt in the mouth.

The pipes or quills are classified into four groups, according to the thickness and perfection of the quill; the fancy thin quills being called No. 1, the next best No. 2, and so on.

The pieces of bark trimmed off together with the coarse and inferior grades are called cinnamon chips. This article is used largely in the manufacture of the oil and somewhat as an adulterant of the quills where possible.

Ceylon cinnamon is of a uniform and light yellowish brown color, has a more delicate and sweeter flavor than the cassias, and can readily be distinguished. While not as costly as the Saigon cassia, it is usually more expensive than the other cassias. Its use is largely a matter of trade education. It is used in medicine and incense, but mostly as a spice. Cassia bark or *cassia lignea* is similar in growth to the Ceylon cinnamon.

U. S. CONSUMES CHIEFLY CHINESE CASSIAS

The China grades are used in greater quantity in the United States than any others, and of these the Canton varieties are the most important in point of quantity consumed. The best of the Canton cassia is imported in cases consisting of about sixteen rolls, a little over a foot in length, and weighing about four pounds each. The rolls are made up of fairly uniform pieces of bark tied together with bamboo strips. This grade makes a popular grind and is used most largely for this purpose.

These Canton cassia rolls are also imported in bales containing about sixteen mats of one or two rolls each. This form of packing has to be carefully examined, however, as the Chinese shipper often yields to the temptation to pack broken

bark inside the mats, thereby reducing their value considerably.

THREE QUALITIES OF BROKEN CHINA CASSIAS

Broken China cassia is imported loose in bales of about sixty-six pounds net. This is divided into three qualities: Extra selected broken, selected broken, and common broken.

The extra selected broken consists of broken pieces of the same quality bark as that shipped in the roll form. This grade is usually a fraction of a cent cheaper than the case goods and makes an excellent grind.

The selected broken is the grade most largely imported of the broken cassias, and seems to be the most popular quality for a cheap grind of cinnamon.

The ordinary broken is the poorest grade of China cassia sent over and in the past has sometimes been so inferior that it has been denied entry for consumption by the Department of Food and Drug Inspection. Recent arrivals, however, have been much improved. While in large demand, because of its lower price, it is not popular with grinders, because the average mill has quite a struggle to powder it. The miller himself takes it under protest.

SAIGON FINEST FLAVORED AND COSTLIEST

Saigon cassia is the finest in flavor of all grades of cassia or cinnamon. It is grown in French Indo-China and is usually shipped from Hong-Kong. The age of this bark before cutting is considerable. The rolls are packed in bundles weighing about four pounds and are about one foot long. The bundles are shipped in mat-covered wooden cases containing about sixty-five pounds net of cassia. The bark is selected as to thickness and the usual packing is one-third each of thin medium and thick quill bark.

The broken pieces which cannot be shipped as rolls are packed in similar cases of the same weight and bring almost the same price as the rolls. However, experience has taught the importer to beware of adulteration of this style, and only shippers of known integrity are patronized. There is also the opportunity of adulteration after importation here, so that a buyer would be wise to insist upon a delivery of unbroken packages.

Saigon cassia is in large demand by the biscuit makers and packers of fancy preserves, and is being bought freely, even at the present high level of about sixty cents per pound.

KWANGSI CASSIA EXCELLENT FOR GRINDING

Kwangsi cassia is grown in southern China and, as imported, closely resembles the Saigon

grade in outward appearance and packing. Its thin and medium rolls so closely resemble the medium and thick of Saigon that it is often difficult to distinguish them upon hurried examination. The flavor is very good but the color is rather dark. It makes an excellent grind, but because of its color is usually mixed with a lighter grade of cassia.

THE DELICATE FLAVOR OF BATAVIA CASSIAS

Batavia cassias are produced on the island of Sumatra. The bark is light in color and has a delicate flavor, which is preferred by many grinders for their higher grades of cinnamon. The bark is shipped according to the length and quality as follows:

Extra No. 1 long stick Batavia cassia; long stick Batavia cassia; No. 1 short stick Batavia cassia; No. 2 short stick Batavia cassia; broken Batavia cassia. The usual packing is in a bur-lap bale about three feet in length and weighing about 70 pounds.

STRONG-FLAVORED PREANGER AND CORINTJIE

There are several other cassias imported, each of which are favored by their admirers. Of these the Preanger cassia, a strong-flavored, long-stick variety imported from the island of Java in big mat baskets weighing about two hundred pounds, is worthy of note, as is the Corintjie cassia, grown in Sumatra, and somewhat similar in flavor to the Preanger.

JAPANESE, MANILLA, AND AFRICAN CASSIAS

Japanese and Manilla cassias are imported in small quantities but are not very popular with the trade at large. These are light-colored barks with a sweet but not very heavy flavor.

Seychelle or African cassia is a thick, heavy bark from the Seychelle Islands. It is light in color, has little flavor, and can be used only in mixture with better grades.

Cassia buds are packed in wooden mat-covered cases about 66 pounds net each. They have a desirable flavor and are preferred to other forms of cinnamon in some quarters. When ground, however, they soon lose their flavor.

All ground cinnamon should be carefully covered, as exposure to air or other spices rapidly impairs the flavor.

URUGUAY MAY GROW YERBA MATÉ

The Government of Uruguay, by a decree in the *Diario Oficial* of May 11, has commissioned a commercial representative to visit several States of Brazil for the purpose of making an exhaustive study of the production, preparation and marketing of Yerba maté.

MALABAR PEPPER CROP 50% SHORT

Cable advices from London report that the 1916 crop of Tellicherry and Aleppy peppers, according to present prospects, will be more than 50 per cent less than the 1915 crop. There were practically no shipments from Malabar in June. How far short this year's crop is may be seen from a comparison of the shipments from January 1 to June 1, 1916, with those for 1915:

	Tons
Shipments of Tellicherry.....	1,947
Shipments of Aleppy.....	775
Total, January 1 to June 1, 1916.....	2,722
Malabar shipments, 1915.....	9,015

COMMISSION AWARDS REPARATIONS

[FROM A STAFF CORRESPONDENT]

WASHINGTON, D. C., June 27, 1916.—The Interstate Commerce Commissioners have handed down a decision in favor of the Woolson Spice Company, Toledo, in its case, No. 7825, against the Pennsylvania Railroad Company et al. The Commissioners found: "Defendants' refusal to include trap cars used by complainant within the terms of the so-called average agreement found to be without lawful tariff authority. Reparation awarded."

The spice company in April, 1915, alleged that the road refused since December, 1912, to include trap car demurrage, and that this practice "was and is unreasonable and also unauthorized by tariffs lawfully on file." Reparation was asked. Commissioner Harlan dissented from the other members.

Other reparations awarded by the Commission were: Pacific Coast Condensed Milk Company vs. the Southern Pacific Railway Company. Refund of \$591.88 allowed because of an excessive rate on seven carloads of condensed milk shipped from Forest Grove and Hillsboro, Ore., to Reddings, Cal. E. H. Kingman Company vs. the New York, New Haven & Hartford. Refund of \$13.25 allowed because of an excessive rate on ten carloads of peppers, in boxes, bags and crates from New York to Boston. L. M. L.

JAPANESE ARTIFICIAL COFFEE

Advices from the Far East state that an artificial coffee has been invented by a Japanese which has a large percentage of nourishment, "the right flavor and low cost."

THE PRACTICAL EXTRACT MAKER

¶ A department devoted to interests of manufacturers of Flavoring Extracts, Perfumes and Toilet Preparations.

EXTRACT MANUFACTURERS MEET

Flavoring Extract Manufacturers' Association Holds Seventh Annual Convention at Atlantic City, June 28-30—American Spice Trade Association May Consolidate with it in Near Future

AT the annual meeting of the Flavoring Extract Manufacturers' Association of the United States, held at the Marlborough-Blenheim Hotel, Atlantic City, it was announced that there was a possibility of the American Spice Trade Association amalgamating with that organization in the near future. This was the most important development of the convention.

A resolution was passed authorizing the executive committee of the Extract Manufacturers' Association to confer with the executive committee of the Spice Trade Association with a view to effecting the consolidation. The reasons for this proposed change are outlined in a resolution which is worded, in part, as follows:

"The industry engaged in the grinding, manufacturing and marketing of spices is an industry akin to our own and in nearly every way confronted with the same problems which confront us. We understand that an association composed of the leading members of said spice industry is now undertaking to deal with some of these problems, and seeking to accomplish the same objects that we are seeking to accomplish, and in doing so will be compelled to duplicate, to a large degree, work already completed or now being carried on by us. It appears, therefore, to us to be advisable and highly advantageous for both associations to concentrate the work being done by both, and collaborate to the fullest possible extent in all matters of mutual interest."

ELECTION OF OFFICERS POSTPONED

In consequence of the possibility of a consolidation being effected in the near future, it was voted not to hold the annual election of officers until the executive committee had time to consult with the officials of the spice trade association, so that if a union of the two organizations was brought about the spice men could have a voice in the selection of the new officers.

The meeting adjourned to meet again at the

Martinique Hotel, New York, on September 29, 1916, or subject to the call of the chairman at any time between now and then. The present officers will be continued until this meeting.

The American Spice Trade Association has not been very active, and it is understood that many of the members are in a receptive mood concerning the matter of joining forces with the extract makers. The extract people, on the other hand, feel that a combination will add materially to the strength of their organization and enable it to carry out more effectively the work in hand.

TO EDUCATE MEMBERS ON COST ACCOUNTING

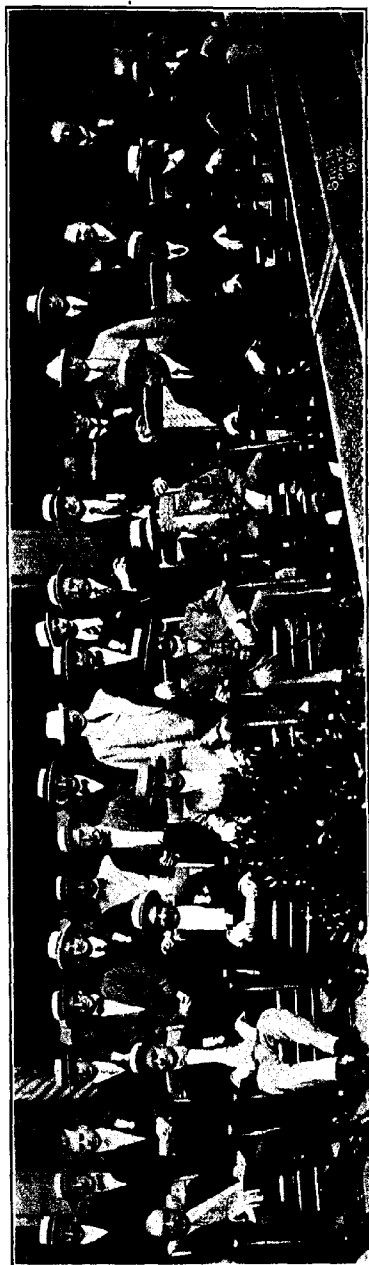
Perhaps the most helpful feature of the convention sessions was the lengthy discussion of trade problems, which was participated in by many of the members. In connection with the discussion of costs the convention went on record as favoring the education of members on cost accounting and authorized the executive committee to look into the matter and gave it power to act. It was suggested that an expert accountant be employed to visit each member and instruct him as to correct cost finding methods.

Among the important papers read before the convention were the following: "Research on Citrus Oils," by Dr. Edward Kremers and Dr. W. Richtmann; "The Color Situation," by E. G. Kohnstamm; "Tax Free Alcohol," by Dr. S. H. Baer, and "Standards for Flavoring Extracts," by Dr. William Frear.

The annual banquet was held on the evening of June 29. The speakers were: Edward James Cattell, who gave an optimistic talk entitled "The Dawn of a Brighter Day," and Edward F. Trefz, field secretary of the National Chamber of Commerce, whose subject was "Responsibility of American Business Men Towards a National Content."

IMPORTANT RESOLUTIONS ADOPTED

Among the resolutions adopted were those favoring the reduction of the tax on alcohol to 55 cents a proof gallon; favoring uniform food laws; authorizing the executive committee to continue the scientific research work started last



EXTRACT MANUFACTURERS ENJOYING OLD OCEAN'S BREEZES

Delegates and Visitors to the Seventh Annual Meeting of the Flavoring Extract Manufacturers of the United States, Photographed in the Solarium of the Marlborough-Blenheim Hotel, Atlantic City, June 29, 1916.

year; endorsing the price maintenance bills now pending in Congress; condemning the proposed enactment of legislation to prevent the sale of household remedies by retail grocers; favoring honest advertising laws, and urging the repeal of the Emergency Revenue Act under Schedule B.

The officers of the association are: President, Frank L. Beggs, Styron Beggs & Co., Newark, Ohio; first vice-president, C. E. Sauer, The C. E. Sauer Company, Richmond, Va.; second vice-president, T. W. Carman, Baker Extract Company, Springfield, Mass.; third vice-president, J. O. Schlottelbeck, J. Hungerford Smith Company, Rochester, N. Y.; secretary, F. P. Beers, The C. L. Cotton Company, Earlville, N. Y.; treasurer, Gordon M. Day, Day-Bergwall Company, Milwaukee, Wis.

NEWS OF THE EXTRACT TRADE

The Attorney-General of Colorado has decided that the sale of flavoring extracts, as such, by wholesale and retail dealers in that State will not be interfered with, under the provisions of the State prohibition law, so long as sales are not made for improper purposes or to persons who may use the extracts as beverages or to produce intoxication.

Acting, as they believed, under the authority of the Georgia prohibition law, the city officials of Savannah, it was reported recently, seized and confiscated stocks of extracts held by local dealers. As a result, many Georgia dealers refused to handle extracts containing more than one-half of 1 per cent of alcohol. The seizures were caused by the activity of over-zealous prohibitionists. However, the State prohibition law permits extracts to be sold for culinary purposes without restriction as to the quantity of alcohol they may contain.

Sterling Extract Company, Inc., New York City, to manufacture flavoring extracts, capital \$5,000, has been incorporated by S. Strassburger, J. B. and J. B. Sagarra, Jr., 560 West 165th street, New York.

Thurston & Braidich, importers and dealers in vanilla beans, gum arabic and tragacanth, have moved from their old quarters at 128 William street into their new buildings at 27 Cliff street, New York.

Burton T. Bush, of the Antoine Chris Company, New York, returned in June from a five weeks' business trip to Europe.

Harry C. Ryland, who has had many years' experience as salesman in the essential oil business, the past eleven being with Magnus, Mabee &

Keynard, started in business for himself recently in New York.

John McKesson, senior member of McKesson & Robbins, New York, has returned from an extensive automobile tour in the South.

SUGAR SUBSTITUTION CHARGED

American Sugar Refining Company Sues Chicago Retailer for Alleged Illegal Use of "H & E" Trade Mark and for Diverted Profits

THE American Sugar Refining Company has filed a bill in equity in the Federal District Court at Chicago against the Boston Store of that city. The case is based upon alleged improper use of the "Havemeyers and Elder" trade name and the trade mark "H & E."

According to the allegations in the bill, the Boston Store made use of this trade mark for advertising purposes, and it is claimed delivered granulated sugar other than that manufactured by the American Sugar Refining Company. It is also claimed that the sugar sold was beet sugar, and came out of a bin labeled "H & E."

\$50,000 PROFITS DIVERTED, COMPANY CHARGES

The bill asks for an injunction to prevent this substitution, and charges that at least \$50,000 worth of profits have been diverted from the sugar company because of the store's methods. It asks that a full accounting be made, and that the store be compelled to pay over the accrued profits.

This is the first case ever brought before the courts of this country to protect a sugar trade mark. The "H & E" brand originated back in the sixties when the firm of Havemeyers & Elder was formed. It is understood that other suits will follow in the campaign to protect the public against substitution.

NEW MARYLAND CHICORY LAW

The following law relating to the sale of chicory mixed with coffee became effective in Maryland on June 1, 1916:

Chicory mixed with coffee may lawfully be sold if the chicory does not exceed 15 per cent of the mixture and the package bears the words in letters of the same style and size, but not less than one-half inch high, "coffee and chicory." The label may also contain the name and address of the manufacturer and distributor, a non-descriptive brand name and the statement of the net weight of the package contents, but no other printed matter. The mixture shall contain no cereal in any form.

THE WHOLESALE GROCER

¶ A department devoted to matters of special interest to wholesale grocers packing cocoa, rice, olives, olive oil, preserves, jams and condiments, in addition to teas, coffee and spices.

WHOLESALE GROCERS CONVENE

Tenth Annual Gathering of the National Wholesale Grocers' Association Held at Boston

June 14-16—Record Attendance—

Retail Co-Operation Key-note of Meeting

THE Tenth Annual Convention of the National Wholesale Grocers' Association, held at the Copley-Plaza Hotel, Boston, June 14-16, was the most successful in the history of the organization. The attendance broke all records, over 1,400 being registered.

The predominant note of the meeting was an apparently added appreciation of the retail grocer's troubles and a desire for closer co-operation between jobber and retailer.

President Whitmarsh, in his annual report, reviewed the problems that confront the retail grocer, such as chain stores, mail-order houses, etc., and was particularly optimistic as to the future of the independent retailer.

Touching upon the matter of dealer co-operation, Mr. Whitmarsh said:

"I believe that the retailer's troubles are equally ours, and that as we help him solve them we will lay those specters which rise to plague us. Some of the retailer's trouble, and the wholesale merchant's, too, has come from a failure to understand the cost of doing business. I believe that the retailer and the wholesaler can both, in various ways, effect savings, which will be reflected in reduced costs, by being educated in the proper care of merchandise, by giving more thought to the quality of goods demanded by their neighborhoods, by buying in quantities consistent with their needs, by so locating as to avoid paying rent for needless space, by considering whether the elimination of credit and deliveries will not enable them better to meet chain-store conditions, by making their stores neat and attractive, by rendering that personal touch to the service accorded each particular customer which makes price a secondary consideration, and in such other ways as experience may point out."



WHOLESALE GROCERS AT THEIR ANNUAL BANQUET, COPLEY-PLAZA HOTEL, BOSTON, JUNE 15, 1916

EDUCATIONAL BUREAU ESTABLISHED

It was announced at the convention that, carrying out this idea of close co-operation between wholesalers and retailers, the association has established an Educational Department. F. W. Fiske, former secretary to the Commissioner of the Department of Health in New York, who has been placed in charge of this bureau, attended the convention and was introduced to the members. According to the announcement made, the object of this department is the compilation and dissemination of information helpful to wholesale and retail grocers which will tend to make them more efficient merchants.

The address of Ross W. Weir, president of the National Coffee Roasters' Association, who explained the purposes of the proposed coffee propaganda, and urged the co-operation of the wholesale grocers, was well received.

Among other speakers were John H. Schaefer, the newly-elected president of the National Association of Retail Grocers, who expressed the desire of his association to work in harmony with the wholesalers; Edward N. Hurley, chairman of the Federal Trade Commission, who outlined the work of the Commission and pointed out wherein present business methods could be improved, and Dr. E. E. Pratt, Chief of the Bureau of Foreign and Domestic Commerce, who gave a particularly illuminating talk on foreign trade opportunities for wholesale grocers.

Dr. Melvin T. Copeland, Director of Business Research, Harvard University, told about the progress that is being made in cost research work among retail grocers, and announced that a similar research into the wholesale grocery business would shortly be instituted.

BOSTON GROCERS ENTERTAIN ROYALLY

Other prominent speakers were Samuel Hopkins Adams, of the *New York Tribune*; Frank A. Alpin, president, National Canned Food and Dried Fruit Brokers' Association; Carl A. Lautz, president, American Specialty Manufacturers' Association; L. V. B. Cameron, president, National Association of Brokers in Refined Sugar, and Richard Robinson, president, National Canners' Association.

Boston was lavish in its entertainment of the visitors, among the social features being a boat trip around Boston harbor, with a fish dinner at Nantasket Beach and an automobile trip to historical Cambridge, Lexington and Concord.

Resolutions were passed favoring the enactment of a universal pure food law; urging the general adoption and enforcement of weight and

measure, branding regulations in harmony with United States Food Inspection Decision No. 151; favoring State and municipal legislation assessing individual firms for the cost of extinguishing fires when the result of failure to comply with fire prevention laws; urging a law to prohibit the use of the mails for fraudulent advertising, also the further enactment of State false advertising laws; referring the matter of the National Coffee Roasters' Association coffee propaganda to the executive committee for action; favoring the adoption of 1-cent postage laws, and urging the adoption of scientific cost accounting systems by wholesalers and retailers.

SAME OFFICERS CONTINUE

Theodore F. Whitmarsh was re-elected president, as were the remainder of last year's officers. The officers of the association are: President, Theodore F. Whitmarsh, Francis H. Leggett & Co., New York City; first vice-president, W. C. McConaughy, The Star Grocer Company, Parkersburg, W. Va.; second vice-president, P. C. Drescher, Mebus & Drescher Company, Sacramento, Cal.; third vice-president, D. C. Shaw, D. C. Shaw & Co., Pittsburg, Pa.; fourth vice-president, George W. Ferguson, Downing, Taylor Company, Springfield, Mass.; fifth vice-president, O. J. Moore, The C. Shenkberg Company, Sioux City, Ia.; treasurer, Joseph Seeman, Seeman Bros., New York City; secretary, Alfred H. Beckmann, New York City.

The matter of the next convention city was placed in the hands of the executive committee for future decision.

A NEW DE-CAFFEINATED COFFEE

A new de-caffeinated coffee called "Cafab" is being introduced to the trade by the Cafab Products Company, Inc., 78 Wall Street, New York. F. J. West, a well-known green coffee commission man, is treasurer and acts as broker for the company. The coffee is being treated in the Bush Terminal by a process which is said to retain the flavor and aroma lacking in the average caffeine-free product.

MILLION-POUND COFFEE CONTRACT

[FROM A STAFF CORRESPONDENT]

WASHINGTON, D. C., June 30, 1916.—Specifications sent out to-day by the Bureau of Supplies and Accounts, Navy Department, ask for bids to be opened here on July 18 for 1,000,000 pounds

of green coffee, to be delivered at the Brooklyn navy yard in lots of 100,000 pounds each as required on ten days' notice. L. M. L.

BIDS ON COFFEE CRATES AND TINS

[FROM A STAFF CORRESPONDENT]

WASHINGTON, D. C., June 27, 1916.

Bids were opened June 13 by the Bureau of Supplies & Accounts, Navy Department, for furnishing 25,000 coffee crates, each containing two 25-pound tins; 4,000 crates, each containing eight 5-pound tins; 5,000 coffee tins of 25 pounds capacity, and 3,000 tins of 5 pounds: Gotham Can Company, Brooklyn, at (bid a) \$31,695, at which it was awarded the contract to-day; (bid b) at \$34,040; Dodge & Bliss Company, Jersey City, at \$10,293; Borough Box & Lumber Company, Brooklyn, at \$12,060.75, and G. Elias & Brother, of Buffalo, at \$12,535.05. On alternate A for furnishing 32,000 crates, each containing two 25-pound cans, and 4,000 crates, each containing eight 5-pound cans; Gotham Can Company, at \$9,470; G. Elias & Brother, at \$12,535.05, and Borough Box & Lumber Company, at \$12,060.75. The Gotham Can Company was the only bidder on Alternate B, to furnish 70,000 25-pound tins and 35,000 5-pound tins: (bid a) at \$22,225; (bid b) at \$24,570. L. M. L.

GROCERY TRADE DIGEST

¶ The most important news happenings of the month boiled down for busy readers.

FEDERAL SUGAR REFINING CO. PROSPEROUS

At the recent annual meeting of the Federal Sugar Refining Company, at which all of the directors were re-elected, Claus A. Spreckles, the president, told the stockholders that the company's surplus if liquidated to-day would realize \$1,000,000 and leave the plant free of incumbrance. The plant has been enlarged to 10,000 barrels a day capacity.

CORN PRODUCTS COMPANY ORDERED DISSOLVED

Basing his decision upon evidence that the \$80,000,000 Corn Products Refining Company controlled 60 per cent of the so-called glucose trade, and was, therefore, a monopoly, Judge Learned Hand, in the Federal District Court, New York, ordered the company dissolved, sustaining the Government's contention that the cor-

poration operated in restraint of trade in violation of the Sherman Law. Judge Hand also sustained the charges that the officers and directors of the corporation, including many of the leading interests in American financial circles, had conspired to control the business of making glucose and starch in violation of the law. The court named the Federal Trade Commission as master in chancery, allowing the corporation 120 days in which to file a plan. This is the first time that such a duty has been delegated to the Commission.

NEW CORPORATION TO DEVELOP HAITIAN SUGAR

It is reported that New York and Chicago banking interests, supposed to be identified with the Cuban-American Sugar Company, have completed plans for the incorporation in New York State of the Haytian-American Corporation, which intends to develop the sugar industry along the lines of its railways, erecting "centrales" to grind the sugar cane produced from lands owned and controlled by the corporation's utilities. The treaty recently concluded between the United States and Haiti is expected to result in a considerable influx of foreign capital to develop that country. The treaty assures stable conditions and protection to capital. During the French occupation many years ago the sugar industry flourished in Haiti.

NEBRASKA-IOWA WHOLESALE GROCERS ON GRILL

A Federal grand jury has begun an investigation to ascertain whether the Nebraska-Iowa Wholesale Grocers' Association is operating in violation of the Sherman Anti-Trust Law. The Department of Justice has been at work on the case three years. It is alleged that it restricts the direct distribution of food, and that jobbers outside the association cannot buy as cheaply as those within it. Twenty-five witnesses from various sections of the country will testify, and the evidence will be submitted to the Attorney-General of the United States. Fifty-six jobbers are affiliated with the organization.

ALL-PACKAGE STORES IN CHICAGO

The All-Package Grocery Stores Company recently announced that it expected to have in operation in Chicago about 50 retail stores by January 1, 1917. It has 77 retail stores in operation in New York and Brooklyn, with 24 additional stores under construction. Its cash business is now said to be \$1,250,000 annually.

PATENT OFFICE RECORD

Patents Granted, Applications Made for Trade-Mark Registration, Certificates Issued, and Labels Registered of the Month

[SPECIAL CORRESPONDENCE]

WASHINGTON, D. C., July 1, 1916.

HERE follows a complete record of the activities of the United States Patent Office during the month of June, in so far as they apply to the tea, coffee, spice and general grocery trade:

PATENTS GRANTED

1,185,743. Safety Device for Coffee Mills. Levi Warstler, Louisville, Ohio, assignor, by mesne assignments, to The Canton Electric Cut Company, Canton, a corporation of Ohio. A coffee mill comprising a casing and a rotary disk mounted within, a normally stationary disk mounted within said casing, provided with an annular peripheral groove, a series of washers being located within the groove in the normally stationary disk and yielding means for releasably restraining the normally stationary disk from rotation.

1,185,856. Peanut Roasting Machine. Daniel H. Talbert, Indianapolis, assignor to Holcomb & Hoke Manufacturing Company, Indianapolis. A machine for roasting peanuts including a casing with a door in the upper part thereof, a roasting cylinder rotatably mounted in said casing and having a longitudinal opening therein adjacent said door when said cylinder is in normal position, whereby the peanuts can be introduced into said cylinder through said door, means for stirring said peanuts within said cylinder, and means for tilting said cylinder for dumping the peanuts after the same are roasted.

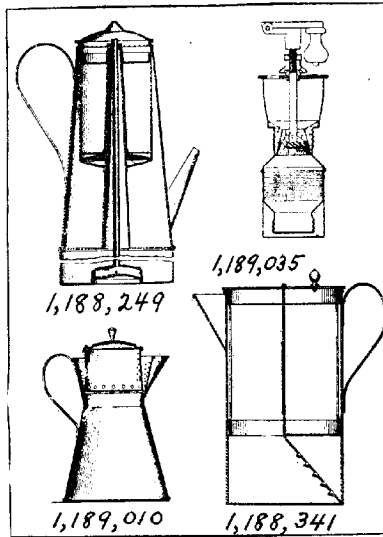
1,186,318. Stand for Glass Percolators. Richard Kohn, New York, assignor to Manhattan Glass Percolator Company, New York. In a stand for percolators, the combination of a base, a pair of uprights secured thereto, a pair of heads at the upper ends of the uprights a cross arm journaled on a horizontal axis in said heads, a clamp for the percolator secured rigidly to the cross arm, one of the heads having a pair of slots on one side above and below the cross arm, a latch pivoted on a transverse pivot in the end of the cross arm and having a nose adapted to enter one or the other of said slots to lock the cross arm from rotation, and a leaf spring anchored at one end in the latch and bearing on the bottom of the slot in which the latch is pivoted, whereby the latch is caused to tend to enter and remain in one of the slots.

1,187,610. Peanut Butter Grinder. Albert P. Grohens, Marshall, Mich. A grinding machine comprising a casing, a feeding mechanism, an inner grinding bur, an outer grinding bur, said burs provided with transversely and circumferentially extending grooves formed upon the abutting faces thereof, notches in outer bur to facilitate the feeding of material to the grinding faces, inner bur provided with feeding notches extend-

ing at an angle to the longitudinally extending grooves formed in the grinding face of inner bur, and inner bur also provided with elongated notches radiating from one side of feeding grooves of inner bur and extending at an angle to the side edge of feeding grooves for facilitating the directing of material upon the grinding faces of the burs.

1,188,249. Coffee Pot. Walter H. Cook, New Orleans. A percolator comprising a beverage container, a hollow conical core rising from the bottom of container, a percolating chamber having an opening and adapted to be adjustably disposed within container with core extending through opening, a water container removably engaging with the bottom of beverage container, and means extending through core for connecting water container and percolating chamber. (Illustrated.)

1,188,341. Coffee Pot. James Thomas, St. Louis. A pot having means preventing the boiling over



PATENTS RECENTLY GRANTED OF INTEREST TO THE TEA AND COFFEE TRADE

of the liquid contents thereof, comprising a partition dividing the pot into two compartments, a baffle wall formed at the base of the partition, the baffle wall directing the heated current to one side and into one of the compartments, the partition having a screened opening formed therein, the baffle wall having a plurality of openings, the openings being positioned to permit circulation of the heated current within the pot from one to the other of the compartments in the path of a circle. (Illustrated.)

1,189,010. Coffee Pot. Charles M. Smith, New York, and Joseph M. Slezinger, Brooklyn. A coffee pot comprising a main body section smaller at the top than at the bottom, an auxiliary section united with the main section and larger at its top than at its junction point with the main sec-

tion, a removable barrel located within the auxiliary section and frictionally held by engagement with the pot at the point of junction of the two sections, whereby an upwardly flaring annular space is formed between the barrel and the auxiliary section, said space being permanently open to atmosphere, said barrel having a series of openings, establishing communication between the said annular space and the interior of the pot, and a spout communicating with said auxiliary section. (Illustrated.)

1,189,035. Coffee Mill. Harry E. Asbury and Edward E. Punzelt, Philadelphia, assignors to The Enterprise Manufacturing Company, Philadelphia, a corporation of Pennsylvania. The combination in a grinding mill, of a hopper having a reduced threaded portion at its lower end; a fixed grinding element mounted in the lower end of the hopper; a rotating grinding element; means for rotating said element; a receptacle having a perforated body portion and threaded at one end, the threaded portion of the receptacle being adapted to the threaded portion of the hopper. (Illustrated.)

TRADE MARKS REGISTERED

Here is a list of trade marks which have been registered and for which certificates have been issued:

"Advance." Trade Mark No. 110,650. Owner, Hanley & Kinsella Coffee & Spice Co., St. Louis. Used on roasted coffee. First use, May 26, 1915.

"Elect." Trade Mark No. 110,686. Owner, Rowntree & Co., Ltd., York, England. Used on cocoa and chocolate. First use, 1886.

"Sweet Sixteen." Trade Mark No. 110,713. Owner, Duryee & Barwise, New York. Used on compound of coffee, chicory and cereal. First use, January 1, 1912.

"Taza Char." Trade Mark No. 110,714. Owner, Duryee & Barwise, New York. Used on tea. First use, 1896. Registered June 6, 1916.

"Sea-Port." Trade Mark No. 110,764. Owner, National Grocery Co., Seattle. Used on spices, flavoring extracts for foods and other food products.

"Vertex" and "P C CO" in monogram form. Trade Mark No. 110,774. Owner, The Portland Cheese Co., Portland, Ore. Used on olive oil. First use, August, 1914.

"Big 4." Trade Mark No. 110,802. Owner, Big 4 Peanut Products Co., Atlanta. Used on peanut butter, peanut butter chilli, peanut bouillon, peanut butter sandwiches, peptonized salted peanuts and Virginia non-splits. First use, February, 1910.

"Del Monte." Trade Mark No. 110,825. Owner, Gustaf Lindberg, Tacoma. Used on flavoring extracts for foods, spices and tea. First use, January 11, 1916.

"Garibaldi" and representation of a cup and saucer and coins or medals. Trade Mark No. 110,831. Owner, Miner, Read & Tullock, New Haven. Used on coffee. First use, August, 1915.

"Bull Dog" and figure of. Trade Mark No. 110,837. Owner, The Rogers Co., Tacoma. Used on coffee. First use, January 15, 1916.

"Dolly Varden." Trade Mark No. 110,854. Owner, The Dolly Varden Chocolate Co., Cincinnati.

Used on breakfast and fountain cocoa, hoarhound drops, sundae whip cream, chewing gum, mint tablets and bitter sweet chocolates. First use, October, 1903.

"J T CO" in monogram form and diamond-shaped figure. Trade Mark No. 110,859. Owner, Jewel Tea Co., Chicago, assignor to Jewel Tea Co., Inc., of Chicago. Used on teas, coffees, flavoring extracts for food flavoring purposes, spices, cocoa, chocolate, spaghetti and macaroni. First use, November 1, 1915.

"Unicorn." Trade Mark No. 110,861. Owner, Francis H. Leggett & Co., New York. Used on coffee. First use, November 10, 1908.

"Dixie" and representation of a bale of cotton or other material. Trade Mark No. 110,872. Owner, The G. B. Williams Co., Quitman, Ga. Used on vanilla extracts for flavoring food. First use, January, 1915.

"M. J. B." Trade Mark No. 110,880. Owner, M. J. Brandenstein & Co., San Francisco. Used on coffee. First use, 1899.

"French" and design. Trade Mark No. 110,892. Owner, The Kroger Grocery & Baking Co., Cincinnati. Used on coffee. First use, January, 1885.

"Phlox" and representation of a bouquet of phlox. Trade Mark No. 110,896. Owner, Ottawa Wholesale Gro. Co., Ottawa, Kan. Used on coffee and other food products. First use, 1907.

Registered June 13, 1916.

"Sensation" and picture of a man reading a newspaper. Trade Mark No. 110,925. Owner, The H. D. Lee Mercantile Co., Salina, Kan. Used on tea and other canned foods. First use, December, 1897.

"Black Cat" and figure of. Trade Mark No. 110,932. Owner, Austin & Raup Co., Detroit. Used on coffee. First use, December 5, 1915.

"Sacco." Trade Mark No. 110,938. Owner, South American Coffee Co., Inc., New York. Used on coffee. First use, September 7, 1915.

"Crispi" and "A S A" and design. Trade Mark No. 110,945. Owner, Automatic Selling & Advertising Co., New York. Used on peanuts. First use, September 27, 1915.

"Mocco" and representation of an Arabian preparing coffee. Trade Mark No. 110,986. Owner, Mocco Coffee Co., Washington, D. C. Used on coffee. First use, September 4, 1915.

"Yamata." Trade Mark No. 111,047. Owner, Gristede Bros., Inc., New York. Used on tea, coffee, spices. First use, May 1, 1914.

"Mokasan" and water and other scenes. Trade Mark No. 111,053. Owner, Mokasan Werke Curt Hugo Heining, Cassel, Germany. Used on coffee and imitation coffee. First use, March 30, 1911.

"Red Top" and figure of same. Trade Mark No. 111,056. Owner, The Rogers Co., Tacoma. Used on coffee. First use, January 22, 1916.

"Angle." Trade Mark No. 111,074. Owner, Grand Union Tea Co., New York. Used on coffee. First use, May 1, 1901.

Registered June 20, 1916.

LABELS REGISTERED

This is a record of labels which have been registered and for which certificates have been issued.

JAVELIN 47,808		ROST-O 94,551	
GRAYCO BRAND 91,961	93,746	UZAR 94,687	92,917
		NAEDRO 94,688	MANHATTAN 94,833
92,392	93,839	<i>Euclid</i> 94,730	RED FIR 94,884
SEAGULL 	SILEX 93,849		CHIL-RIKA 95,025
		94,739	GRAPO 95,082
92,913	93,932	E-Z SEAL 94,779	RECRUIT 
AVANDALE 94,084		SHAPDRAGON 95,057	94,781

TRADE MARKS PENDING IN THE UNITED STATES PATENT OFFICE

"The Coffee Tree." Label No. 19,372. Owner, Louis Siegel, Chicago. Used on coffee.
Registered June 6, 1916.

"Roasted Coffee." Label No. 19,383. Owner, The Grocers Coffee Co., Indianapolis. Used on canned roasted coffee.
Registered June 20, 1916.

"Morita." Label No. 19,400. Owner, New Orleans Coffee Co., New Orleans. Used on coffee.
Registered June 27, 1916.

TRADE MARKS PENDING

The following trade marks have been favorably acted upon. Any person who believes he would be damaged by the registration of a trade mark, may within thirty days enter opposition to prevent the proposed registration. All inquiries pertaining to these marks should be addressed to THE TEA AND COFFEE TRADE JOURNAL, 79 Wall street, New York City:

WEEK ENDING JUNE 6, 1916

"Graco." Serial No. 91,961. Owner, E. E. Gray Co., Boston. Used on package tea, canned cocoa and other canned and bottled foods.

Woman holding shield on which appears the word OLEA. Serial No. 93,746. Owner, O. L. E. A. Olivicoltori Liguri Esportatori Associati, Oneglie, Italy. Used on olive oil.

Boy dressed as Mexican holding a dish and spoon. Serial No. 93,032. Owner, W. A. Wye, Wichita, Kan. Used on chilli mixture.

"Euclid." Serial No. 94,730. Owner, The Schuster Co., Cleveland. Used on coffee extract, cocoa powder, coloring extracts for beverages, vanilla, crushed fruits, crushed nuts, prepared milk chocolate, chocolate caramel and cocoa paste.

"E-Z Seal." Serial No. 94,779. Owner, Scoville, Brown & Co., Wellsville, N. Y. Used on coffee and cocoa.

"Recruit" and picture of soldier. Serial No. 94,781. Owner, The E. R. Webster Co., Cincinnati. Used on coffee.

"Manhattan." Serial No. 94,833. Owner, R. J. Thornton & Co., Louisville. Used on coffee.

"Red Fir." Serial No. 94,884. Owner, Younglove Grocery Co., Tacoma, Wash. Used on coffee.

WEEK ENDING JUNE 13, 1916

"Doyle's" and horseshoe enclosed in a triangular shaped figure crossed by a scroll. Serial No. 92,392. Owner, The John T. Doyle Co., New Haven. Used on pork and beans, clam chowder, tomato puree, tomato soup, spaghetti, catsup, cider vinegar, mustard, chilli sauce, mustard relish, creole relish, India relish, Worcestershire sauce, celery salt.

"Sea Gull" and figure of a sea gull. Serial No. 92,913. Owner, The Cutler-Magner Co., Duluth. Used on salt.

"Silex." Serial No. 93,849. Owner, George W. Longie, Boston, Mass. Used on coffee.

WEEK ENDING JUNE 20, 1916

"Gold Circle" and representation of circles. Serial No. 93,839. Owner, The Grocers Supply Co., Salt Lake City. Used on teas, coffees, spices, flavoring extracts for foods, vinegar, honey, rice, sago, tapioca, prepared mustard, peanut butter, popcorn and table syrup.

"Avandale." Serial No. 94,084. Owner, W. S. Quimby Co., Boston. Used on coffee.

"Cotton's Keystone" and figure of a keystone. Serial No. 94,739. Owner, The C. L. Cotton Perfume & Extract Co., Earlville, N. Y. Used on vanilla flavoring and lemon flavoring for food purposes.

"Chil-Rika." Serial No. 95,025. Owner, C. F. Blanke Tea & Coffee Co., St. Louis. Used on seasoning.

"Snapdragon." Serial No. 95,057. Owner, Jos. Strong & Co., Terre Haute, Ind. Used on coffee.

"Grapo." Serial No. 95,082. Owner, Alfred Palardy, Plymouth, Mass. Used on catsup.

WEEK ENDING JUNE 27, 1916

"Javelin." Serial No. 47,808. Owner, William S. Scull Co., Camden, N. J. Used on blended coffee.

"Honey Cereal Coffee" and representation of a beehive and a sheaf of wheat. Serial No. 92,917. Owner, Hastings & Hutchings, De Soto, Mo. Used on a substitute for coffee.

"Rost-O." Serial No. 94,551. Owner, Satsop Produce Co., Aberdeen, Wash. Used on a drink being made from carefully selected cereals, partially roasted, such drink to be taken in the usual manner as tea or coffee.

"Uzar." Serial No. 94,687. Owner, Stone-Ordean-Wells Co., Duluth. Used on baking powder.

"Naedro." Serial No. 94,688. Owner, Stone-Ordean-Wells Co., Duluth. Used on coffee.

PROHIBITION IN VERMONT

A Vermont grocer was recently fined \$400 for selling Jamaica ginger which contained 94 per cent of alcohol.

MUCH PLEASED WITH "THE BLUE BOOK"

E. W. HALPIN & Co., Vicksburg, Miss., write: "Enclosed find check to cover the renewal of our subscription. We are much pleased with the little magazine."

LATE COFFEE FIGURES

According to the Government's Statisticians the Per Capita Consumption in 1915 was 10.52 Pounds

THE Department of Commerce Statisticians have figured the per capita consumption of coffee in the United States as 10.52 pounds. This figure is estimated upon the net imports:

The exports of coffee from the coffee-growing countries, and the imports and consumption by the United States for the years 1913, 1914 and 1915, are given in the following tables compiled from the Statistical Abstract:

EXPORTS OF COFFEE FROM COFFEE-GROWING COUNTRIES

Compiled by the U. S. Bureau of Foreign and Domestic Commerce

COUNTRY.	Year.	Exports, Pounds.
Brazil	1913	1,754,973,000
Central America	1913	211,627,000
Venezuela	1913	142,016,000
Colombia	1913	134,993,000
Dutch East Indies (including Java)	1913	63,799,000
Haiti	1913	57,504,000
Mexico	1912	753,759,000
Jamaica	1913	10,034,000
Porto Rico	1913	349,006,000
Hawaii	1913	24,153,000
Arabia	1914	\$15,570,529

* Includes only Costa Rica, Guatemala, Nicaragua and Salvador.

† 1912.

‡ The figures relate to the year ended June 30, and cover both exports to foreign countries and shipments to the United States.

§ For the year ending March 31, 1914.

All the above weights represent green coffee.

IMPORTS AND CONSUMPTION OF COFFEE BY THE UNITED STATES*

From the Statistical Abstract of the United States, published by the U. S. Bureau of Foreign and Domestic Commerce.

YEAR.	Consumption Per Capita (Estimated)	
	Total Net Imports.	Upon Net Imports.
	Pounds.	Pounds.
1913.....	858,919,058	8.85
1914.....	992,550,993	10.06
1915.....	1,055,988,937	10.52

* The figures relate to Continental United States, and include net shipments thereto from non-contiguous territory.

JAVA TEA AND COFFEE FIGURES

The influence of the European war on Java tea and coffee is apparent in the latest figures sent us from our Java correspondent. Comparative figures on the exports in the first three months of 1914, 1915 and 1916 in tons of 1,000 k. g. are as follows:

	1914, Tons.	1915, Tons.	1916, Tons.
Tea	8,460	10,790	11,620
Coffee	991	2,690	7,699

TEA AND COFFEE RESEARCH BUREAU

§A department of scientific research under the editors' direction in which will be found short, popularized reviews of current and older works of a physiological-chemical character, fugitive paragraphs, references and articles dealing with the history, pharmacology and technology of tea, coffee and spices.

ABOUT HYGIENIC COFFEES

The Results of Recent Analyses of Kaffee Hag, G. Washington, Café des Invalides, and Richelieu Brands Compared with a High Grade Commercial Java

PART five of the report of the Connecticut Agricultural Experiment Station for 1915 has just been issued. It contains an interesting chapter on hygienic coffees, detailing analyses of four brands of coffee making special claims as regards healthfulness which were examined and compared with a sample of commercial Java coffee, the work being done under the direction of John Phillips Street. We quote from the report as follows:

Kaffee Hag, "Perfect Coffee, 95 per cent of the Caffein Removed," "Pure Coffee," Kaffee Hag Corporation, New York.

G. Washington Prepared Coffee, Crystal, "Absolutely Pure Soluble Coffee," "Does not contain Chicory or any other Adulterant. Refined from Selected Coffee Beans."

Café des Invalides, "A compound of the Finest Coffees and other Vegetable Substances." "This compound is not all coffee, but contains about seven-eighths coffee, of the finest grades, blended with vegetable substances, which have been found to render it more healthful than pure coffee, in that it does not produce nervousness or wakefulness. It may be taken freely by many who have found ordinary coffee to be harmful to them, and will be especially gratifying to those who have tried to like cereal substitutes." S. S. Pierce Company, Boston.

Richelieu Brand Vacuum Improved Coffee, "Subjected before roasting to the Evers Vacuum Process. This process is purely mechanical, no drugs or chemicals being used, the only agencies employed are vacuum and superheated steam." Sprague, Warner & Co., Chicago.

Java Coffee. A high-grade commercial coffee.

In 1907 this station exposed certain brands of coffee sold under fraudulent claims as to the removal of either the caffeine or the tannins, or both. Such brands as *De-Tan-ated Coffee*, *Di-*

gesto Coffee and *Royal Dutch Coffee* enjoyed a short-lived popularity until the fraudulency of their claims was established. For the purpose of comparison with the four brands recently examined by us, the percentages of caffetannic acid and caffeine found in 1907 are given below, as well as the amounts of these ingredients found in three grades of commercial coffee:

	Caffetannic Acid.	Caffeine.
De-Tan-ated coffee	9.89	1.14
Digesto coffee	9.45	1.11
Royal Dutch coffee	9.96	1.12
Java coffee	9.51	1.13
Mocha coffee	9.96	1.26
Rio coffee	9.47	1.13

The above tabulation shows very clearly that the "special processes" used gave resultant products scarcely distinguishable from ordinary coffee.

The brands examined this year are in a somewhat different category.

Kaffee Hag claims the removal of 95 per cent of the caffeine, with no reference to the caffetannic acid.

G. Washington Prepared Coffee on its label uses the indefinite word "refined." One of the company's circulars states that "The coffee berry contains anti-digestive, deleterious substances, which are not essentials of the true coffee when refined.—Mr. Washington's refining process eliminates these harmful indigestible substances, along with all the other waste." These extracts intimate more or less directly that the "refining" consists in at least a partial elimination of coffee's objectionable ingredients.

Café des Invalides makes no direct claim as to either caffeine or caffetannic acid, but asserts "That it does not produce nervousness or wakefulness," results generally attributed to these ingredients. Likewise we are told that "it may be taken freely by many who have found ordinary coffee to be harmful."

Richelieu Brand Improved Coffee lays emphasis on a "vacuum process" of preparation. The claims made for this process will be discussed below.

UNDUE EMPHASIS ON CAFFEIN

In view of these claims, in which the reduction or elimination of the objectionable ingredients of coffee is maintained with more or less directness,

it seemed desirable to determine to what extent these claims were fulfilled. In this discussion we will not attempt to consider the physiological effects of coffee drinking, other than to call attention to the possibly somewhat undue emphasis which has been placed on the harmfulness of caffeine, while the possible harmful effect of the caffeinanic acid has been in the main ignored.

HYGIENIC COFFEES

	Kaffee Hag.	C. Washington Coffee.	Café des Invalides.	Richelieu Coffee.	Java Coffee.
Water	5.42	8.58	5.03	4.57	5.62
Solids soluble in cold water	22.60	90.30	27.53	22.41	23.01
Petroleum ether extract	16.98	0.26	13.08	16.43	16.57
Ash, total	4.57	16.68	5.04	4.31	4.27
Ash, water-soluble	3.65	13.36	4.03	3.31	3.29
Ash, water-insoluble	0.92	3.32	1.01	0.90	0.98
Ash, acid-insoluble	0.02	0.02	0.09	0.03	0.03
Alkalinity of water-soluble ash	4.55*	18.34*	3.90*	4.07*	4.09*
Alkalinity of water-insoluble ash	2.26*	7.49*	2.30*	2.10*	2.08*
Phosphoric acid, water-soluble	0.06	0.40	0.17	0.15	0.12
Phosphoric acid, water-insoluble	0.32	1.23	0.29	0.29	0.32
Potash	2.29	8.92	2.09	2.07	2.01
Chlorine	0.06	0.09	0.49	0.01	0.01
Nitrogen	1.92	3.42	2.31	2.32	2.22
Caffeine, from residue	0.04	5.11	1.90	1.18	1.22
Caffeine, calculated from N in residue	0.03	4.96	0.97	1.15	1.26
Caffeinanic acid	11.47	48.04	11.56	11.82	11.37
Reducing sugars, as dextrose	0.72	4.04	2.70	1.11	0.98
Sucrose from increase after inversion	1.01	2.06	2.57	0.80	0.73
Carbohydrates insoluble in 95% alcohol and convertible by diastase (starch, dextrins, etc., calculated as dextrose)	6.56	13.50	7.25	5.00	6.75

* cc. N/10 HCl per gram of coffee.

The table gives a detailed analysis of the four brands, together with that of a sample of commercial Java coffee as a basis for comparison.

All the samples are unadulterated coffees, in the sense that no foreign ingredient has been added, except *Café des Invalides*, which on the label claims to be only seven-eighths coffee, the balance being vegetable matter, apparently chiefly chicory.

KAFFEE HAG. The claim that 95 per cent of the caffeine has been removed is a just one; we find but 0.03 per cent as compared with 1.20 per cent in ordinary Java coffee. It contains, however, quite as much caffeinanic acid as ordinary coffee, but concerning this ingredient no claim is made. That this product is "Perfect Coffee," as the label claims, is not strictly tenable, for a characteristic, probably the most distinctive, ingredient of coffee has been almost entirely eliminated.

G. WASHINGTON PREPARED COFFEE. This brand was also analyzed by us in 1911, and the present

analysis is in substantial agreement with the previous one. Its composition indicates that it is probably a finely pulverized desiccated coffee extract. The only respects in which it differs from normal coffee is its almost complete solubility, which naturally excludes most of the fat and oil (petroleum ether extract) and the insoluble nitrogenous compounds and carbohydrates. The other analytical data show that with these exceptions it is about four times as concentrated as ordinary coffee. This concentration likewise affects the content of caffeine and caffeinanic acid, the percentages found, 4.96 and 48.04, respectively, being somewhat over four times as much as shown in normal coffee. Whatever the Washington refining process has done, it has caused no diminution whatever in the two ingredients to which the harmful effect of coffee is generally attributed.

CAFÉ DES INVALIDES. The analysis represents what would be expected in a mixture of seven parts of coffee and one part of chicory and other vegetable substances. The caffeine is reduced from 1.20 to 0.97 per cent, while the caffeinanic acid is somewhat higher than in the sample of Java coffee, indicating that a coffee of high tannin content had been used. The slight reduction in caffeine is due simply to the diluent vegetable substances employed, and is without significance. If normal coffee will cause "nervousness and wakefulness" we would expect the same results to follow from the use of this special brand, if these results are to be attributed to the caffeine and caffeinanic acid present.

RICHELIEU BRAND VACUUM IMPROVED COFFEE. In a folder issued by the manufacturer, entitled "For the Merchant and his Clerks," we are told:

Both the virtue and the harm in coffee have long been credited to the caffeine which it contains. * * * Until only a comparatively short time ago caffeine was the only one of these properties which was commonly known, and as it was recognized that its consumption in quantity was disturbing in its effect, it was but natural that it should have been considered the uncomfortable disturber to large numbers of people. The results of investigations, experiments and tests which have been performed by recognized authorities in very recent years, and the determined campaign of research which we have conducted in reference to coffee, have convinced us that caffeine, in such quantities as is contained in coffee, as ordinarily consumed, is not a harmful property, but on the contrary is a beneficial one.

The circular then states that coffee, when roasted in the ordinary manner, develops certain oils, both fixed and volatile, "whose effects are disturbing to persons of nervous or sensitive tem-

peraments." The Vacuum Improved Process, it goes on to say, requires so much less heat than the ordinary methods in which this preliminary treatment is not employed, that while these coffees contain "all the desirable elements which make of coffee the most delicious and satisfying drink known to man, they contain the disturbing properties in such small quantities as to make these coffees a safe and harmless drink, no matter what may have been the results produced by the drinking of other coffees."

It may be that the above abstract from the manufacturer's literature refers to the work of Burmann, who reported in 1913 in the *Bulletin général de la thérapeutique*, 166, 379, that he had discovered certain compounds in coffee, which he called "coffeotoxins." These products were so poisonous that "certain people who are sensitive to coffee effects, which cause them to have headache, nervous trembling and insomnia, need not even drink coffee but only inhale the vapors which develop while brewing the coffee, to develop the above symptoms." Burmann completely ignored the fact that his discovery (?) had been anticipated by Erdmann in 1902, *Ber. deut. chem. Gesell.*, 35 (2), 1846, who by exactly the same process isolated from 150 kilograms of coffee 83.5 grams of "caffeol," or 0.0557 per cent. This caffeol was not a homogeneous substance, as claimed by Burmann, but contained about 50 per cent of furfuralcohol and small quantities of phenols. Based on the caffeol content as determined by Erdmann, a cup of coffee, therefore, made from 5 grams of pulverized coffee, might contain from 0.0007 to 0.0010 gm. of this "poison," which, according to Burmann's claims for its toxicity, would almost class it with strychnine for deadliness, as even the vapors from a cup of coffee containing this infinitesimal amount are alleged to have shattered the nerves of "certain people who are sensitive to coffee effects."

Our analysis of this brand is almost identical with that of our sample of Java coffee. Whatever the Evers Vacuum Process may have removed, it seems to have had no effect on the caffeine and caffeotannic acid content of the resultant product, which are present in quite as large amounts as in untreated roasted Java coffee.

To summarize, *Kaffee Hag* is almost caffeine-free, but contains the normal amount of caffeotannic acid. *G. Washington Coffee* contains about four times as much caffeine and caffeotannic acid as normal coffee. *Café des Invalides* contain about 80 per cent as much caffeine as ordinary coffee, the decrease being due to its dilution with other vegetable substances; its caffeotannic acid content

is somewhat higher than in normal coffee. *Richelieu Vacuum Coffee* contains practically the same amounts of caffeine and caffeotannic acid as ordinary coffee.

COFFEE'S INFLUENCE ON DIGESTION

It has been argued that coffee favors digestion, and there is evidence which supports the view that "neither tea, coffee nor chicory in dilute (weak) solutions have any deleterious action on the digestive ferments, though in strong solutions such an action may be manifest."—K. Togami, *Biochemische Zeitschrift*, Vol. 9, p. 453, 1908.

In Cushing's *Pharmacology* (p. 258, 1913) the following statement appears: "In experiments in which coffee and tea were introduced directly into the stomach of animals, the former was found to cause a transient rise in the secretory activity, while the latter arrested secretion at once; but it is possible that the psychical effect of taste in man may alter this effect." In this connection the thought occurs that in cases of gastric ulcer, where the stomach must be kept as inactive as possible, coffee and tea are counter indicated so that one finds clinical evidence in support of the stimulating effect of coffee, and possibly tea, on digestion.—E. M. F.

THE FOOD VALUE OF COFFEE

It has been said that coffee contains as much protein as wheat. While this is true, it is also true that none of this protein gets into the extract which we use as a beverage. Of course, the same holds true for all the "cereal" coffees, for any protein which they might contain would also be left behind in the residue after cooking.—E. M. F.

THE AROMA OF COFFEE

It is supposed that the aroma of coffee is in part due to the inter-action of caffeine-tannic (caffeic acid) with the fat and sugar of the coffee. The substance thus produced is given the name caffeine or caffeol, and is really the volatile oils of the coffee flavored with the aroma.

Thus far the aroma, as such, has not been extracted from the caffeol. It (caffeol) is a mild preservative, but nothing of even ordinary importance.—A. G.

KEEPS HIM IN TOUCH WITH THE TRADE

JOHN F. CAONE, American Can Company, Chicago, Ill. writes: "Please find enclosed check for \$2, covering my subscription for another year for your Journal. I find that THE TEA AND COFFEE TRADE JOURNAL is of great benefit as well as interest to me in keeping in touch with the coffee trade in a general way, and for that reason could not get along without it."

WHO'S WHO IN THE TRADE

An Appreciation of John J. Ryan, the Newly Re-Elected Secretary of the National Association of Retail Grocers of the United States

JOHN J. RYAN has devoted thirty of his fifty-three years to the grocery business. He knows every detail of that business from sub-cellar to roof.

A native of the historic town of Ticonderoga, N. Y., he followed Greeley's famous advice, arrived in St. Paul, Minn., in 1885, secured a \$15 a month "and board" job as grocery clerk with Moss & Company in Merriam Park, becoming later a partner in the firm. Then for seventeen years he was a traveling salesman for various concerns allied with the grocery business.

He was elected secretary of the St. Paul Retail Grocers' Association, and in 1906 was made secretary of the Minnesota Retail Grocers' and General Merchants' Association, resigning the last-named post a few weeks ago because of the press of his national duties.

At the San Francisco convention of the National Association of Retail Grocers on May, 1915, Mr. Ryan was elected secretary, and at its recent New Orleans convention he was re-elected.

Mr. Ryan edits the *National Grocers' Bulletin*, the official monthly organ of the National Association, and spends much time traveling through the country in his work of bringing the members of State associations into the national body, which now has 100,000 members enrolled from forty States.

Mr. Ryan is happily married and has three sons and one daughter. His oldest son, John, is a salesman for the Kellogg Toasted Corn Flakes Company. The retailers' national secretary is a "hail fellow well met" and numbers his friends by the hundreds all over the United States.

COFFEE TAX IN ENGLAND REDUCED

A cable from London states that during the recent discussion of the finance bill in the House of Commons, Reginald McKenna, Chancellor of the Exchequer, announced a reduction from 6 to 4½ pence a pound in the new duty on cocoa and coffee. He explained that a thorough investigation had resulted in the conclusion that the true relation of the taxes was to make those on coffee and cocoa 4½ pence a pound and on tea 12 pence a pound. This relation meant, he said, that a cup of tea would bear the same taxation as a cup of cocoa or coffee, and he hoped that in any future alterations in taxation they would still bear the same relation.

THE UPLIFT CORNER

Helpful Thoughts and Verses that Make for Self-Reliance and Freedom, in Blending Sentiment with Business

GOD BLESS THE FLAG!

Washed in the blood of the brave and the blooming,
Snatched from the altars of insolent foes,

Burning with star-fires, but never consuming,
Flash its broad ribbons of lily and rose.

Vainly the prophets of Baal would rend it,
Vainly his worshippers pray for its fall;
Thousands have died for it, millions defend it,
Emblem of justice and mercy to all.

Justice that reddens the sky with her terrors,
Mercy that comes with her white-handed train,
Soothing all passions, redeeming all errors,
Sheathing the sabre and breaking the chain.

Borne on the deluge of old usurpations,
Drifted our Ark o'er the desolate seas,
Bearing the rainbow of hope to the nations,
Torn from the storm-cloud and flung to the breeze!

God bless the Flag and its loyal defenders,
While its broad folds o'er the battlefield wave,
Till the dim-star-wreath rekindle its splendors,
Washed from its stains in the blood of the brave.

—OLIVER WENDELL HOLMES.

MAINLY ABOUT PEOPLE

News About Men in the Trade at Work and at Play

ROSS W. WEIR, president of the National Coffee Roasters' Association, left New York June 30 for a two weeks' fishing trip at Kineo, Me.

DAVID FROMM, of Gontard & Co.; CHAS. McDougall, of Arnold, Dorr & Co., and CHARLES R. COFFIN, of A. C. Israel, are three New York green coffee men who are members of the National Guard and have left for service on the Mexican border. First Lieutenant McDougall and Sergeant Fromm are with Troop C, First Cavalry, and Adjutant Coffin is with the Forty-seventh Infantry. Lieutenant McDougall, who, it will be recalled, was marshal of the lower Wall Street division in New York's monster preparedness parade, has had a signal honor conferred upon him in being designated by the Government as inspector in the purchase of horses for army service.



THE TEA & COFFEE TRADE JOURNAL



REPRESENTING THE TEA, COFFEE, SPICE & FINE GROCERY TRADES

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OUR BUSINESS CREED

We believe the basic principle on which a trade paper should build is SERVICE—service to readers and service to advertisers, in a way to promote the welfare of the general public.

We believe in the application of the TRUTH to the editorial, news and advertising columns.

We believe in the utmost frankness regarding circulation.

We believe the highest efficiency can be secured through a CIRCULATION OF QUALITY rather than of quantity—that character, and not mere numbers, should be the criterion by which the value of a publication should be judged.

We do not publish free reading notices or paid "write ups."

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JULY, 1916.

NO. 1

THE BEST WAY TO INCREASE COFFEE CONSUMPTION

According to President Weir, of the National Coffee Roasters' Association, the advertising agents selected to carry on the "pro-coffee" advertising that is designed to save coffee's place in "the food product world," are now at work on "a forceful and energetic campaign" that will appeal to the coffee trade as a whole.

Results are promised for the roaster, for the green coffee' man, for the retailer and on the consumer. It is on the last-named factor, however, that everything seems to depend. The consumer is to be enlightened on a number of points, with a view to increasing the per capita consumption of coffee, and this will naturally react favorably on the trade factors concerned in the distribution of the product.

Can the American people be made to drink much more coffee? Offhand we would say, "Yes," then we would qualify it with a "but——."

It has always seemed to us that the coffee trade needs some other things besides merely advertising to the consumer. That is the obvious, the theatrical, thing to do.

For one thing it has yet to put its own house in order. It needs reforms from within

regarding misbranding and merchandising methods. The retailer needs to be studied, developed and trained into a more efficient merchant.

"Forceful, energetic" advertising to the consumer has undoubted merits. We could wish, however, that, hand in hand with the campaign, certain reforms in the wholesale coffee business be instituted. Too much emphasis has been put upon reclaiming the retailer.

The country can be made to use better coffee and more of it, but only if the green coffee men, roasters and retailers, in all their activities, are working for the best interests of the consumer.

THE ROASTERS AND THE GREEN COFFEE MEN

In connection with the pro-coffee advertising campaign it is no small compliment which Mr. Weir, himself a coffee roaster, pays the green coffee men when he hails them as "the most important factor in the coffee world." This ought to make up for the rebuffs which the green coffee interests have suffered at some of the coffee roasters' conventions. Mr. Weir has always been friendly to the green coffee interests, but many roaster members of the association have opposed any attempt to invite these men into association conferences. When, however, it comes to contributions to finance an advertising campaign, it appears the coffee roasters have no scruples against accepting aid from the green coffee men, and in an enterprise of this character, where their interests are one, it seems only right that they should join hands. The possible result of this advertising alliance on the mail order, chain store and wagon route competition which the roasters' association has put up to its Dealer's Problem Committee, is another question.

Due credit must be given the coffee roasters' association for its initiative in this publicity matter. The green coffee men were not organized and so the roasters felt called upon to take the lead. Doesn't this situation again raise the question of the advisability of the N. C. R. A. inviting the green coffee men to affiliate? We realize that each class has its separate problems, but, on the other hand, there are many ways in which they could work for the betterment of the whole trade, if they were in one organization.

It is a debatable question as to whether this organization should be the present Coffee Roasters' Association with a green coffee associate membership, or whether a new organization under some such name as the National Coffee Association or the Coffee Association of the United States, should not be formed with green coffee and roaster sections, both having equal representation on the executive committee and equal say in questions affecting the trade at large. In such an association the two sections could meet in joint convention, then break up into departmentals for the discussion of problems germane to each, and come together in general session at the close of the meeting. We offer this as a suggestion to the Associate Membership Committee of the N. C. R. A.

Meanwhile, it might be well for the green coffee men to give it thought. Because they are concerned with only one branch of the coffee business they cannot escape obligations to other branches. What injures one affects all. More than ever to-day the green coffee men need organization benefits.

CREDIT PRIVILEGE ABUSES

A prominent New York roasting concern recently discovered that it was doing considerable business at a loss, for the reason that, in addition to selling its customers at close market prices, it was, in numerous instances, called upon to carry the trade for longer than a sixty-day period. In a circular it announced that after July 1 there would be no extensions beyond the sixty-day limit.

Undoubtedly the grocer abuses the credit privileges extended him by the tea and coffee houses. He has been led to believe that there are larger profits in this line of business. Being called upon to pay for many lines of staples on a ten- or twenty-day basis, and having insufficient capital to properly handle his business, he selects the tea and coffee people as being best able to finance him. The jobbing trade, to a certain extent, is responsible for this condition, which is considerably aggravated at this time by grocers who figure they can use their money to better advantage than in discounting their tea and coffee bills.

THE MARKETS OF THE WORLD

¶ Latest News Letters from Staff and Special Correspondents in the Countries of Production and the Leading Foreign and Domestic Trade Centres.

OUR LONDON LETTER

The Latest News from Mincing Lane and the Continental Trades Centres

Office of THE TEA AND COFFEE TRADE JOURNAL
34 Cranbourn Street, London, W. C.

LONDON, June 21, 1916.

TEA prices last week inclined to become somewhat easier. The reason appears to be the increased amount of undesirable tea on offer, and it is quite on the cards that this factor may continue, with a result of a still further reduction in auction sale quotations. Recent high figures for tea seem to have been largely unjustified, and to have resulted more than anything else from reckless competition between big buyers at public auctions. These references, of course, apply especially to common tea. Government consumption has been another marked factor in promoting activity of dealings. I find that in the first five months of the present year the British army and navy took nine and a half million pounds of tea, compared with five million pounds for the corresponding months of last year. This is a measure, by the way, of the increase in the British army, and it can quite properly be argued that it is not so much a complete addition to consumption as a diverted demand. The men who formerly had their cups of tea by their own firesides are now having them in the training camp or the trench. Furthermore, six million pounds more tea has been taken for export this year so far, as compared with the same period of last year.

INCREASED PROFITS OF INDIAN TEA PLANTERS

With regard to tea producers, Indian tea plantations have been publishing their reports of late,

some of these accounts closing at the end of November last. Most of these concerns, although mainly interested in tea, have certain areas planted with rubber and other tropical produce. In all departments there has been a considerable expansion in earnings. The accompanying table gives four new striking examples, but, as will be seen from the analysis of the reports, the advance in the dividends by no means represents the full extent of the improvement in earnings.

It is of importance for American readers to note that the above-mentioned figures of money carried forward from last year into the current year will be subject to large deductions for excess profits duty. An important part of the recent finance measure in this country was the imposition of this tax. Companies showing increased profits in war time over their average for the three or four years preceding the war have to pay to the Government 50 per cent (and henceforward 60 per cent) of these excess profits.

The crop results from all the plantations have been good, but higher prices have played a larger part than the increase in output in swelling the net revenues of the companies. There was a very satisfactory increase in the tea output of the Consolidated Tea and Lands, but the price obtained was relatively not so good as that realized by the other three concerns.

TEA DUTY RAISE CAUSES IMPORTERS LOSS

Prospects for the new season's China teas are now being considered. This is rather difficult owing to the way the war has of altering all our former data with regard to supply, demand and prices. Despite a good quality crop, importers do not seem to have done very well during the past season. During the progress of the season Rus-

COMPANY.	Net Profit.		Ordinary Dividend.		Carry Forward.	
	1915	1914	1915	1914	1915	1914
Amalgamated Tea Estates.....	\$861,000	\$394,000	10%	7%	\$302,000	\$96,000
Anglo-American Direct Tea Trading.....	636,000	459,500	10%	8%	180,500	29,300
Consolidated Tea and Lands.....	2,081,500	1,222,500	22½%	17½%	1,173,000	562,500
Kanan Devan Hills Produce.....	935,500	534,500	10%	7½%	317,500	27,000

FOR JAVA TEAS OF DIRECT IMPORT

WRITE TO
ROWLEY DAVIES & CO., LTD.
 BATAVIA, JAVA
 OR FENCHURCH HOUSE,
 5, FENCHURCH STREET, LONDON, E. C.

IRWIN-HARRISONS & CROSFIELD, Inc.

Importers and Jobbers of Teas

PHILADELPHIA	NEW YORK	BOSTON	CHICAGO
50 So. Front St.	96 Wall St.	144 State St.	183 N. Wabash Ave.
London	Colombo	Calcutta	Batavia
		Shidzuoka	Daitotei
		Shanghai	Hankow
			Foochow

DUTCH EAST INDIA COFFEES

We still have a number of attractive lots
to offer.

EPPENS, SMITH COMPANY

Washington and Warren Streets Also 124 Front Street
 NEW YORK

sia bought large quantities of Hankow and Foochow and prices went up substantially. This did not please London buyers, who, after getting in small stocks of good grades at what they regarded as reasonable figures, retired from the competition for the time being. Buyers here doubtless would have got out without loss on their well-bought medium teas from 25 cents and 28 cents, and also on the higher cost Keemums, which were in small supply; but the duty was raised to 25 cents per pound, and that killed all home trade demand for any China tea over 22 cents per pound. Importers have been sellers whenever they got offers right up to March-April at anything from 4 to 8 cents loss on cost on all the medium to fine grades, and one can quite understand that they do not anticipate buying anything in the coming season in view of the fact that prices are not at all likely to be lower than last year in China.

THE COFFEE SITUATION IN LONDON

Coffee remains quiet but with a good undertone. Supplies are not unduly heavy so far as qualities favored by the home trade here are concerned. Stocks existing in some cases are not so true a guide as usual. A very heavy percentage of the Brazilian variety apparently exists for export commitments. East Indian coffee has sold pretty well in India and will not reach a European destination. The Costa Rica variety, very well known in the London distributing center, appears to have been bought direct heavily on American account. These two crops, therefore, will be largely missing from the London market. Good stocks having existed, however, their want has not been felt very acutely, although there are now some signs of a little stringency for these descriptions arising. Coffee deliveries here for home use during May were below those in the same period of last year, and for the first five months of 1916 there is a heavy reduction compared with 1915, although the figures are much larger than in 1914. The terminal market is somewhat flat and depressed, and prices have sharply receded under the influence of lower Brazilian offers, also a further decline in the Exchange. There are varying reports in regard to the coming crop, some people expecting a large outturn.

WOMEN WORKING IN THE TEA AND COFFEE TRADE

Enormous efforts have been put forward by every branch of the grocery trade to secure males ineligible for military service or female help. The latter is showing up pretty well even in the more skilled branches of the grocery business. It begins to look very doubtful whether the women

will ever be got out of the trade once they are in it. They are newcomers but they are making good. Furthermore, it is not expected that any large proportion of the grocery workers will desire to come back to their counters and desks. It is believed that open-air campaigning will convert the more vigorous of them into emigrant and colonists.

THOMAS REECE.

OUR CEYLON LETTER

Tea Production Heavy, with Lower Prices—Cardamom Crop Small—Cinnamon Quality High and Market Firm—Chamber of Commerce Export Statistics for 1916

[SPECIAL CORRESPONDENCE]

COLOMBO, June 1, 1916.

IN contrast with the preceding months, production was very heavy during April, the crop on many estates being a record one. Such a heavy flush is a great tax on the capacity of many of the factories, and it is not surprising, therefore, that a considerable amount of inferior and badly assorted tea is being sent down. It looks as though the heaviest part of the rush is now over, as figures show that since the beginning of May leaf has not been coming in anything like so well.

Since the drought broke, weather conditions have been about normal, although there are still some parts of the island where more rain is wanted. However, there are indications of the approach of the southwest monsoon, and when this sets in production will fall off rapidly. Last year the monsoon was very late, with the result that there was a record crop, but such conditions are not likely to recur.

There was a steady downward tendency in prices throughout the month, chiefly owing to a falling off in quality and the increase in supplies. Common Pekoe, Souchongs and Pekoes have shown a fairly heavy drop. Common broken Pekoes fetched lower prices, but medium and good broken Pekoes and broken Orange Pekoes, where quality was at all good, have continued to fetch full rates. Dust and fannings have also been lower in price. The lack of freight to Vladivostock has kept down the demand for Russia to a moderate level, and it is surprising that more is not done to secure better facilities for shipment to that port.

LOW PRICES CAUSE SMALL CARDAMOM CROP

The market for Cardamoms was poorly supplied during April, especially for greens, whilst

Tea, Coffee, Spice,
Baking Powder

Cans

Tin or Composite (Fibre body
and Tin ends)

Plain or Decorated

The most complete line in the world

American Can Company

New York

Chicago

San Francisco

Local offices in all large cities

there was a consistently good inquiry from India with several purchasers for that market, and as a result prices advanced 15 to 20 cents per pound. The Indian buyers have now apparently filled their requirements and prices have receded to their former level. Malabars are scarce and wanted and fetching very full prices, Colombo at present being about 1d. per pound above London equivalents. New-crop greens are late this season. Owing to low prices Cardamoms are not being cultivated now as formerly, and the Ceylon crop will show a gradual shrinkage unless better prices are obtained.

CINNAMON MARKET FIRM—QUALITY HIGH

There was less demand for cinnamon quills during April, shippers adopting a waiting policy and trying to get values down, and as a result for the small business that had resulted, dealers were forced to come down a cent or two per pound for forward delivery sales. Rates may ease off further when new-crop supplies commence to arrive in increasing quantities, but the early arrivals are likely to fetch current prices. Quality promises to be good and the bulk of the crop is likely to consist of the better grades, as the weather conditions are favorable for peeling.

The month's business on cinnamon chips has resulted in a slightly lower basis of value, but it seems as if the market will right itself again, especially as offerings are small. There will not be much chips available till about the middle of the coming season, say about July-August next, when the market ought to come down to a more reasonable level.

CHAMBER OF COMMERCE EXPORT STATISTICS

The accompanying table, just issued by the Ceylon Chamber of Commerce, giving a comparison of exports of teas, spices and cocoa for the first five months of 1916 with those of the corresponding period of 1915, will be found of much interest.

OUR BRAZIL LETTER

Exports of 1915-16 Coffee Crop Show Nearly 21 Per Cent Increase—Rio and Santos Stocks Lowest in Years—New Steamship Lines to the United States—Big Gain in Cocoa

Exports

[SPECIAL CORRESPONDENCE]

RIO DE JANEIRO, JUNE 1, 1916.

EXPORTS of coffee from all Brazilian ports for the nine months ending March 31, 1916, were 12,915,000 bags, valued at \$112,895,000. Compared with the same period in 1914-15 this shows an increase of 2,239,000 bags, or 20.9 per cent. March showed a remarkable recovery, shipments having increased 341,000 bags, or 34 per cent, compared with those of February. The increase of 1,702,000 bags, or 140 per cent, in shipments to Scandinavia for the first nine months of the crop, as compared with the same period last season, following a previous phenomenal increase of 2,640,000 bags, or 969 per cent, in 1914-15, is proof of the abnormality of the trade in coffee in those countries, and furnishes ground for suspicion that the ultimate destination of most of this coffee is Germany.

RIO AND SANTOS STOCKS LOWEST IN YEARS

Coffee stocks at Rio and Santos on May 18

EXPORT DISTRIBUTION OF CEYLON SHIPMENTS, JANUARY 1 TO MAY 29, 1916

COUNTRIES.	BLACK TEA.		GREEN TEA.		COCOA.		CARDAMOMS.		CINNAMON.	
	1916 Lbs.	1915 Lbs.	1916 Lbs.	1915 Lbs.	1916 Cwts.	1915 Cwts.	1916 Lbs.	1915 Lbs.	1916 Lbs.	1915 Lbs.
United Kingdom.....	35,015,308	39,837,800	114,828	333,204	29,636	30,819	152,075	161,063	1,626,921	818,722
France.....	480,369	901,953	1,826	325	6,160	4,280	145,336	39,700
Russia.....	6,275,751	10,186,067	488,424	1,000,856	200
Australia.....	7,042,875	6,805,442	60	1,473	271	84,104	54,440
United States.....	3,210,812	2,660,777	148,765	129,802	890	4,101	48,960	54,451	371,134	775,310
Canada.....	1,616,814	1,587,598	411,920	871,778	560	1,178	51	16,585
Egypt.....	2,022,158	904,584	1,250	12,320	400	500
China.....	3,528,943	1,834,215	106	10	1,253
Other Countries.....	4,404,378	4,467,065	66,511	11,980	8,698	4,689	57,683	33,382	510,922	744,680
Total.....	64,206,350	69,266,103	1,230,508	2,347,620	43,189	41,592	266,779	238,121	2,735,382	2,431,532
Total, Jan. 1 to May 29, 1914.....	68,470,177	1,421,354	21,926	189,430	1,626,441
Total, Jan. 1 to May 29, 1915.....	67,421,298	2,099,150	44,866	211,781	1,725,761

Attractive—Tastefully Decorated—Well Arranged PREMIUM COFFEE ASSORTMENTS
For THE WHOLESALE GROCER or THE COFFEE ROASTER
Our Years of Experience Count for Much in Giving You Real Service
W. I. GAHRIS, President
THE LIMOGES CHINA COMPANY, Sebring, Ohio

**Mr. Coffee Roaster,
Mr. Tea Packer,
Mr. Baking Powder Man.**

The reasons you should buy your cans of us:

- BECAUSE** Our prices will save you money and OUR prices of LITHOGRAPHED cans cost about the same as plain tins paper labeled.
- BECAUSE** WE DO NOT CHARGE FOR PLATES.
- BECAUSE** Our QUALITY, WORKMANSHIP, DESIGNS and SERVICE are unexcelled.
- BECAUSE** We are one of the largest INDEPENDENT manufacturers in the United States, and meet competition anywhere.
- BECAUSE** We are EXPERIENCED makers of high grade LITHOGRAPHED and plain tin cans of the BETTER KIND.

New Orleans Can Co.

New Orleans U. S. A.

P. S.—In asking for quotations, state sizes, number of colors and quantities.

Harry C. Danaher
Coffee
Commission

New Orleans, La.

Member New Orleans Board of Trade

Chas. Dittmann F. V. Allain Chas. S. Dittmann Jr.
Member N. Y. Coffee Exchange

CHARLES DITTMANN CO.
Coffee Commission

New Orleans—501 Gravier St., P. O. Box 747
Chicago, 326 River St., Rooms, 203-204

AGENTS FOR:

Messrs. Ed. Johnston Son & Co., London
Messrs. E. Johnston & Co., Ltd., Santos
Messrs. Atlas Coffee Co., Ltd., Rio-de-Janeiro
Messrs. Norton Megaw & Co., Ltd., London
Messrs. Norton Megaw & Co., Ltd., Rio-de-Janeiro
Messrs. Arbuthnot, Latham & Co., Bankers, London
Messrs. Fredk. Huth & Co., Bankers, London
U. S. Branch of Thames & Mersey Marine Insurance Co. Ltd., of London & Manchester
London Assurance Corporation (Fire Insurance)

Commercial Letters of Credit Issued
Our spot department makes a specialty of selecting and purchasing coffees for the interior trade.

**If you make
\$300.00
on COCOA**

WOULDN'T you rather make \$500.00, instead? Then let us get up a special label for you and put under *your own name* a cocoa on which you can make more profit and which we guarantee to please your customers. More business is sure to result as one after another of your customers recommends *your cocoa* to their friends. Write us today for assortment of labels from which to choose.

**PENNSYLVANIA CHOCOLATE
COMPANY** Pittsburgh, U. S. A.

Branch Offices:—Philadelphia, Chicago,
New York, Cleveland, St. Louis

SPICES
FOR
THE JOBBING TRADE

When you are in the market for spices, whole or ground, it will pay you to get in touch with us.

Our spices are high grade; ground and packed in accordance with national and state food law requirements, by experienced millers, in a fully equipped modern plant.

Price list and samples on request.

ARCHIBALD & LEWIS CO.

Importers and grinders of Tapioca, Spices,
Drugs, Chemicals, Seeds and East India Goods

80 Wall Street
New York City

87-93 Furman Street
Brooklyn, N. Y.

amounted to 1,000,783 bags, a much lower figure than has ruled at this season for years. That prices should be firm is, therefore, not surprising; and if they have not risen higher it is only because of the uncertainty as to an adequate supply of tonnage. It looks as if the new crop will commence with stocks lower than they have been for many years.

TONNAGE AN IMPORTANT FACTOR

So long as shipping facilities are not further restricted, there seems no reason to suppose that with a relatively small crop in view next season there should be any difficulty in disposing of entries at still more remunerative prices. It may be fairly assumed that so long as coffee is in such active demand at the points of export as at present, consumers will somehow find the requisite tonnage. On the other hand, there are contingencies that may seriously affect shipments—notably the British blockade and the shortage of tonnage in France, which may yet oblige that country to live for a year or so on accumulated stocks.

While everything seems to favor a further rise in prices, the question is so fraught with doubt as to disincite any one to take the initiative.

NEW CROP ESTIMATED AT 14,750,000 BAGS

Of the coming crop, 1916-17, a well-informed correspondent estimates the next Rio crop at about same figure as that of 1915-16—3¼ millions—and Santos at 11 to 11½ millions.

NEW STEAMSHIP LINES TO THE UNITED STATES

Stimulated by lower freight rates, coffee is going forward even during the lean months in unusual quantities, and there seems every likelihood of the current crop dove-tailing into the next without practically any suspension of exports. There does not seem to be any likelihood of a dearth of tonnage to the United States now that so many new lines are being started. In addition to the Hawaiian Line, the Luckenbach Steamship Company of New York is planning to put on a line of cargo steamers to South American trade. The new line will connect New York with Rio de Janeiro, Montevideo, Buenos Aires, Rosario and La Plata. This company has now more than thirty cargo steamers in the European

and coastwise trade. A new Brazilian line between New York and Brazilian ports will start with two steamers of 3,000 tons.

BIG INCREASE IN BRAZILIAN COCOA EXPORTS

Cocoa exports from Brazil to all countries for eight months ending February 29, 1916, totaled 35,022,000 kilos (77,048,400 pounds), valued at \$11,470,000—an increase of more than 10,000,000 kilos (22,000,000 pounds) over the corresponding period in 1914-15.

The most notable movement in exports was to the United States and Holland, the former showing an increase compared with 1914-15 of 84 per cent and of 55.4 compared with 1913-14, whilst the increase of exports to Holland was at the rate of 1,498 per cent, compared with 1914-15 and of 421 per cent compared with the last normal season 1913-14.

The cocoa business with Scandinavia and Russia, previously done entirely by Germans, has fallen almost entirely into British hands.

CHICAGO LETTER

News of the Trade in the Windy City Gathered by Our Own Correspondent

CHICAGO, June 30, 1916.

IN the coffee trade the volume of business has been fair, with reasonably good profits. The month of June is usually quiet, but a good trade is expected during July. Most importers and roasters are carrying fairly full stocks, although it may be necessary to do some buying right along of spot coffees. If new-crop Brazils are offered for cost and freight shipment within range of their ideas of price, it is believed that there will be general and liberal buying.

With regard to the movement within the trade to emphasize the quality of coffee sold, T. P. Hinchman said: "It is apparent that many of the representative houses are working hard to promote the sale of the better grades and quality with disregard for business on the lower and undesirable grades. A few houses in neighboring markets still persist in pushing the sale of lower grades for the sake of prices, with total disregard for quality. If the sale of this character

PUREST AND BEST BAKING POWDERS

Cream of Tartar and Pure Phosphate

Buyers Private Brands at Attractive Prices

Also High Grade Cocos under Private Brands

MANHATTAN BAKING POWDER CO., 264 Spring St., New York

PHOSPHATE

For Baking Powder and Prepared Flour

PROVIDENT CHEMICAL WORKS

Main Office and Works: 8011 IDAHO AVENUE, ST. LOUIS

Branch Offices: NEW YORK, CHICAGO

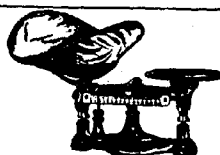


YOU DOUBTLESS KNOW THE EXCELLENT LINES WE MAKE—
IF YOU DON'T, HERE THEY ARE:

**Scales, Coffee Mills, Scoops,
Canisters, Slicers, Etc.**

108 Page
Catalogue
on request.

The Jacobs Bros Co., Inc.
78 Warren Street,
New York City, N. Y.



**We are Headquarters for
Teas Of All Kinds
CHINAS—JAPANS—FORMOSAS
JARDINE, MATHESON & CO., LTD.**

Commission Merchants and Importers

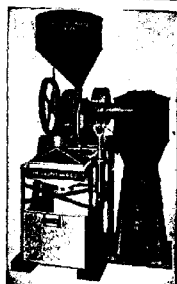
63 WALL STREET

NEW YORK

**The Laurel Improved
Coffee Granulator
and Chaff Remover**

Cheapest and best machine
on the market. Capacity
300 lbs. steel cut per hour.
The machine you will want
to increase your sales of
clean ground coffee. Write
for photo, information, and
sample of the work of ma-
chine.

The Laurel Mfg. Co.
627 N. 3d St., Phila., Pa.



MITSUI & CO., Ltd.
Importers of
FORMOSA TEAS, ETC.
PLANT IN TAIPEH, FORMOSA
TEA DEPARTMENT
87 Front St., and 25 Madison Avenue, New York
Branches All Over The World

E. B. MÜLLER & CO.
Importers, Growers and Manufacturers of
**CHICORY AND
COFFEE SUBSTITUTES**
OF EVERY GRADE
211 FRANKLIN STREET, NEW YORK

WM. J. JAEGER
Manufacturer of
TIN CANS AND BOXES
390 Hudson Street New York
Tea, Coffee and Spice Trade Our Specialty
Confectionery Cans and Boxes

REEVE & VAN RIPER
WAREHOUSEMEN
COFFEE Milling, Cleaning, Hulling,
Separating and Picking
Packers of Teas in all styles. Lead
packages a specialty
Storage and Weighing
46-48-49 WATER ST., NEW YORK

CHICORY

HENRY FRANCK SONS, Inc.
FLUSHING, N. Y.

Growers, Dryers, Roasters and Manufacturers of Chicory
in all its Various Forms

Samples and prices upon request.



When Writing Advertisers, Kindly Mention THE TEA AND COFFEE TRADE JOURNAL

of coffee were prohibited by the Government, it would be better for the health of the consuming public. I am of the opinion that many coffee trade conditions can and will be corrected through the good offices of the Federal Trade Commission and by legislation."

THE COFFEE PROPAGANDA

The coffee publicity matter has been exciting a good deal of interest here, and has been thoroughly discussed since the special convention of the coffee roasters in May. Some comment has been made upon the assumed apathy of the trade in Chicago in the matter of subscriptions to the propaganda fund. A local committee of three was formed to present the matter to the local houses, but Chicago was obsessed and overridden by political conventions during June and the committee may not have fairly gotten into its stride. Mr. Hinchman was also asked regarding the progress of the publicity effort, and has authorized the following statement:

"A meeting of the Chicago roasters was recently held, at which Oscar B. McGlasson, of the Wholesale Grocers' Association, explained the favorable attitude of that association on the proposed advertising for coffee.

"At the recent Boston convention of the Wholesale Grocers they recognized the importance of a promotion for coffee along educational lines, and showed their approval by adopting a resolution giving their co-operation to the proposed plans of the coffee roasters.

"While, as yet, only a few of the Chicago houses have sent in their subscriptions to the publicity fund, the others have good reason for delaying doing so. The coffee people here, with few exceptions, are enthusiastic in regard to the proposed plans, and it is felt that all of the houses will subscribe liberally when the funds are needed. There has been a little difference of opinion in regard to some of the proposed details, but this should not interfere with any one withholding their moral and financial support. The members in Chicago usually have the courage to back up their convictions, and can be relied

upon to do their full share in assisting every good cause."

NEW TEA CROP DISAPPOINTING

The new-crop teas have arrived in this market during the month in fairly good supplies, but have met with a chilly reception by the jobbing trade on account of their poor showing. A large percentage of the new teas seem to be underfired, and in consequence have a raw and disagreeable flavor. Buyers of some large jobbing houses are holding off, expressing the hope that later shipments will show better manipulation.

Taking a survey of the tea trade covering a period of years, it is evident that a transition is taking place, due to the emphasis laid upon price rather than quality in certain quarters. It is a well-recognized fact that mail-order houses and some other direct distribution interests purchase upon a price scale beginning as low as 20 cents, and in their effort to cater to the demands of the mail-order houses the growers are cutting costs and not paying attention to quality. American jobbing houses demand high-grade teas, but as the demand increases from the quarters mentioned, the influence of the jobbers suffers a corresponding decrease. This transition tendency is becoming a market feature of both the Japan and China teas.

J. W. B.

THE NEW YORK MARKETS

Special Market Reviews for "The Tea and Coffee Trade Journal"

NEW YORK, July 1, 1916.

THE continued dullness in the market is affecting all branches of the trade. This is the dull season of the year but demand is not up to what it should be, even at that. In consequence, Santos values are a trifle easier, but it should be noted that the difference between desirable and ordinary lots is widening.

TEA COFFEE RICE

Merchandise of poor Quality is never cheap. It is economy to seek Standards of Quality.

Good goods are an asset that means Business Good Will—an asset built on Character and fair price.

Correspondence solicited—Wholesalers and Jobbers only.

M. J. BRANDENSTEIN & CO., 96 Wall St., New York

It is difficult to explain the continued stagnation in the coffee business with the earning capacity of the masses so much greater than ever before. The reason given by some is that the large amount paid to wage-earners is being spent on luxuries and that the living expenses have not been increased materially.

The roasters are all apparently carrying full stocks, as lines have been taken in more rapidly than shipments have been made.

OUTLOOK IS FOR LOWER PRICES ON BRAZILS

The next crop of Brazils, it is believed, will be a large one, and the only open market will be in this country, unless the war should terminate sooner than is expected. It is, therefore, highly probable that prices will be considerably lower by the time the fall trade sets in.

The demand for milds is not improving, and consequently prices have reacted. The trade in general is well stocked with all grades of mild coffees with the exception of Java. Owing to the shortage of coffees from the Island of Java numerous packages calling for this type have been temporarily discontinued. The Pacific Coast as a surplus of mild coffees, and with no outlet abroad the coffees must be moved here. In order to attract buyers it will be necessary to make a considerable concession in quotations so as to allow for freight. The fact that these coffees are now being offered is not helping the market locally. Dutch East Indian coffees, with the exception of Java, show little change during the month and all prices are firmly held.

Mochas are easier, as there have been a number of very attractive shipments received.

THE TEA MARKET IS UNUSUALLY DULL

The tea market is unusually dull, even for this season, which is always quiet. The reaction in prices in the Far East has had its effect here, and the entire trade seems willing to await further developments. Freights are easier and quotations on Indias are a little lower. Besides this, further concessions have been made to induce business.

The situation in Japan is depressing. Exporters have been led to believe that the American market is short and they expected a demand that has not materialized. The season has been affected by cold and sunless weather. The crop will be large, but will consist principally of medium grades. The style is poorer than last year, but prices are higher owing to the steady increase in the cost of production.

The question of a duty on tea in event of a prolonged war with Mexico is already being agi-

tated in order to boost the market, but there seems no immediate prospect of such legislation.

SPICES FIRM, WITH ADVANCING TENDENCY

There has been a little spirit to business, and there should be a steady increase in demand from now on as the preserving season begins. Our market is pretty well cleaned up, with the foreign markets firm.

PEPPER—Limited supplies in first hands here and foreign markets higher. Demand good.

CLOVES—In good demand, with prices advancing.

CASSIAS—Running along about the same as to price, with demand only fair.

GINGERS—Report indicates light demand and unchanged prices.

PIMENTO—A little reaction in price is noted, with a better demand.

MACE—Supplies small, particularly of the better grades, and prices are higher.

NUTMEGS—Inquiry increasing and quotations are higher, which is the natural course of events at this season.

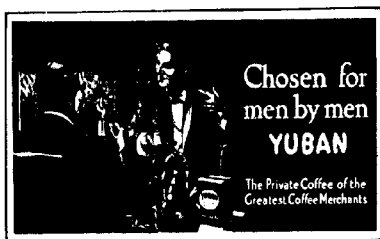
PREPAREDNESS IN COFFEE TRADE

That the coffee and sugar trades believe in preparedness, and are at all times ready and willing to act on that belief, was proved on June 22, when subscriptions were solicited for the purchase of a motor truck for the First Regiment of Cavalry, New York State Guard. The entire sum required was raised by the committee in less than three hours' effort and speaks volumes for the generosity of these trades. The following were the subscribers: Hard & Rand, \$100; Steinwender, Stoffregen & Co., \$100; E. H. White & Son, \$100; C. A. Fairchild & Co., \$100; Herklotz, Corn & Co., \$100; Max R. Mayer, \$100; Siegf. Gruner & Co., \$100; J. Aron & Co., \$100; Sprague & Rhodes, \$100; T. Barbour Brown & Co., \$100; J. H. Wendels, \$100; William Bayne & Co., \$100; Joshua Walker, \$100; Williams, Russell & Co., \$100; Arnold, Dorr & Co., \$100; Davison & Murphy, \$100; Smith & Schipper, \$100; Hewlett & Lee, \$100; Geo. W. Lawrence & Co., \$100; A. H. Lamborn Company, \$100; L. W. & P. Armstrong, \$100; Czarnikow-Rionda & Co., \$100; Minford Lueder & Co., \$100; Gontard & Co., \$100; B. H. Howell, Son & Co., \$100; James S. Connell & Son, \$100; Ross W. Weir, \$100; Bowerman Bros., \$100; Arluckle Bros., \$100; E. H. & W. J. Peck, \$100; Edw. Bahst, \$100; Henry Hentz & Co., \$100; Leon Israel & Bros., \$100; A. C. Israel, \$25; C. F. Blake, \$50; Thos. Lahy, \$50; Hopkins Bros., \$50; Nevers & Callahan, \$25. Total, \$3,500.

MODERN COFFEE PUBLICITY

How Arbuckle Brothers are Blazing New Trails in Coffee Advertising by Means of Unusual Talking Points and an Intelligent Use of Word and Design

ARBUCKLE BROS., in their advertising of Yuban coffee, have disproved the idea that coffee publicity must, of necessity, be commonplace. Hitherto, with but few exceptions, coffee advertising has simply been a reiteration, in various forms, of the statement that "Blauk's coffee is the best," with a generous use of superla-



A CAR CARD ILLUSTRATING THE NEW MASCULINE APPEAL IN YUBAN ADVERTISING

tives, and marked by an entire absence of attractiveness, human interest or originality. It has remained for Arbuckle Bros. to get away from beaten paths and sound a new note in coffee advertising.

The Yuban campaign, which started two and a half years ago in Greater New York, and has



ANOTHER CAR CARD CREATING AN ATMOSPHERE OF QUALITY AND REFINEMENT

since been extended to the Middle West, has been notable for the unusual character of the advertising used, both as to wording and design.

ADVERTISING COFFEE TO MEN

First of all, the phrase, "The private coffee of the greatest coffee merchants," was introduced.

This was a new and novel talking point. This statement, capitalizing as it does the prestige of one of the great American coffee roasting concerns, helps carry conviction and create desire.

The Enjoyment of Breakfast depends so much on 'his' Coffee



"DIFFERENT" NEWSPAPER COPY, MAKING AN INGENIOUS APPEAL TO THE HOUSEWIFE

The campaign was built around this foundation phrase, new added points being introduced from time to time.

"Chosen for men by men," is the striking and revolutionary phrase that has been featured in Yuban advertising of late. The packers reason that the housewife is anxious to serve a satisfying meal. She realizes that good coffee is the making of any meal, and will consequently welcome any suggestions coming from the head of the house as to how the morning cup may be improved. This is the first time that coffee has been advertised consistently to men, and Arbuckle Bros. have received much favorable comment as a result.

As will be seen by the accompanying reproduction of a full-page newspaper advertisement, this idea has been played upon from a different angle in copy addressed to the housewife. The line, "The enjoyment of breakfast depends so much on 'his' coffee," has strong appeal.

YUBAN ADVERTISING IN THE CLASS ROOM

Much of the Yuban advertising possesses unusual educational value. Full pages are from

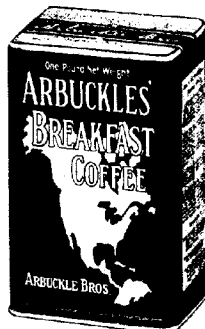
quently used in the daily papers, telling the story of coffee from plantation to cup, with suitable illustrations featuring the romance of coffee. It is the aim of the packers to associate matters of historical interest with Yuban in the minds of consumers. Large space has been devoted to a recital of some of the many events of history wherein coffee has figured prominently. Requests have come from schools and other institutions for copies of this type of Yuban advertising for use in the class room. Ads of this character that have proved most popular feature such incidents as Washington's farewell to his officers at France's Tavern, New York, and the meetings of the patriots at the old Merchants' Coffee House, Wall Street, New York; also descriptions of the old London coffee houses, early coffee houses in Constantinople, etc.

In all their advertising Arbuckle Bros. have had an ideal and have endeavored to make their advertising typify it. An effort has been made to create an atmosphere of quality and refinement or "class." The packers believe that this type

are high-grade, the best of artists are employed, and no expense is spared.

COFFEE ADVERTISING AND PSYCHOLOGY

Coffee publicity affords abundant opportunities for utilizing the principles of psychology as applied to advertising, and Arbuckle Bros. is one of the first coffee concerns to make good use of this important factor.



STRIKING COFFEE PACKAGE

The refined atmosphere which prevails in most of the Arbuckle advertising is quite likely to create the impression that Yuban is a coffee of distinction. This kind of copy is well exemplified in the card illustrated here-with entitled "Rep-artee and Yuban."

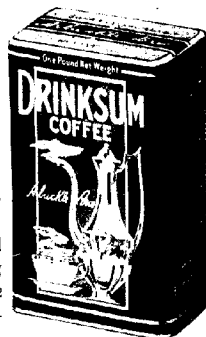
S. A. Riebel, division sales manager for Arbuckle Bros.,

states that the sale of Yuban is enjoying a substantial increase from month to month, which would indicate that this painstaking advertising policy pays.

THE PACKAGE AS A FACTOR IN COFFEE SALES

The possibilities for making the package an important adjunct in a coffee sales campaign were not overlooked by the packers of Yuban. The simple lines and attractive colors of the Yuban packages are pleasant to the eye, and lend themselves to effective display. The coffee color of the Yuban package is carried out in all the advertising where natural colors can be reproduced.

To meet the demand for coffees retailing at from 28 cents to 32 cents a pound, Arbuckle Bros. have created "Drinksum" and



SIMPLE AND EFFECTIVE

"Arbuckle's Breakfast Coffee." These are not advertised, but are carried along under the impetus of the Yuban campaign. While the designs of these packages do not possess the simplicity which characterizes that of the Yuban package, nevertheless they are worthy of study



A NEWSPAPER PAGE EXEMPLIFYING THE EDUCATIONAL TYPE OF YUBAN ADVERTISING

of copy will appeal to the well-to-do buyers as well as those of modest means. Consequently close attention has been given to every detail in the advertising. All the appointments of the ads.

SEEING SUGAR REFINED

Many Grocers at the Retailers' Convention Witnessed the Process for the First Time Through the Courtesy of the American Sugar Refining Co.

ONE of the pleasantest features of the recent convention of the National Association of Retail Grocers at New Orleans was the opportunity, enjoyed by many grocers for the first time in their lives, to see refined and prepared for the market the sugar which forms one of the great staples in every grocery store. Through the courtesy of the local officials of the American Sugar Refining Company, the convention delegates and the woman members of the party were escorted to the great Chalmette plant, below New Orleans.

THE LARGEST SUGAR REFINERY IN THE WORLD

The plant covers seventy acres, having a frontage of a quarter mile on the Mississippi river and extending back into the country for a half mile. At the 800-foot steel and concrete wharf four ocean vessels, laden with raw sugar from the West Indies, can be unloaded at one time. There are five miles of railroad tracks on which one hundred cars are loaded with refined sugar daily. Running night and day, the refinery gives employment to 1,500 people.

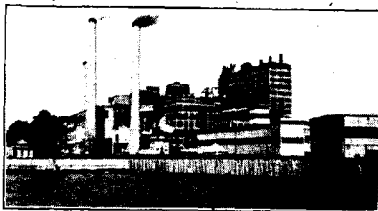
GROCERS KEENLY INTERESTED IN PROCESS

The process of refining sugar was followed with keen interest by the visiting grocers. They were taken from one part of the plant to another, following the many different processes.

Raw sugar is turned into the refined product, packed, and loaded aboard cars within eighteen hours.

Twenty-five huge electrically operated cranes carry the raw sugar from the ships to the melting house or to the storage sheds, which have a capacity of 134,400,000 pounds.

The plant has its own power and light. Giant



CHALMETTE REFINERY, FROM THE MISSISSIPPI RIVER

boilers generate 11,500 horsepower. These require 500 tons of fuel daily.

MACHINES WEIGH, PACK AND SEAL SUGAR

Among the mechanical devices, the ones which made a particular appeal to the grocers were those which insure the cleanliness of sugar, including the ingenious machines which weigh, pack and seal the sugar in sanitary packages.

After the grocers had seen the storage warehouse, which holds as high as 120,000 barrels, they inspected the power plant, the molasses storage warehouse, the barrel factory and the commissary building where substantial lunches are furnished to the employees at cost.



RETAIL GROCERS UNDER THE HISTORIC "THREE OAKS" AT CHALMETTE, LA.

NON-REFILLABLE TEA BALL

Expert Invents Epoch-Making Device That Insures Sanitary Tea Service

L. BELING, a New York tea expert, has invented and applied for a patent on the epoch-making non-refillable tea ball illustrated in this connection. It is designed to insure perfection in tea service and to provide a practical sub-



SEALED TOP OF THE NON-REFILLABLE TEA BALL

stitute for the unsanitary cloth bag container which heretofore has been employed for individual tea service.

The "Certipure Tea Ball" is made of pure aluminum foil. Aluminum is said to be the only metal impervious to the action of the acids of tea and coffee. It does not oxidize. Each ball contains an individual service. It is so sealed that, once opened, its usefulness as a container is destroyed, making it non-refillable.

It is now being used under license for the exclusive service of Peck's teas in such places as the Hotel Chamberlain, Old Point Comfort; Hotel Woodward Mary Elizabeth's Tea Room, New York. It caused considerable comment at the recent New York Flower Show, Fashion Show and other large Metropolitan conventions. It will be demonstrated at the convention of the International Stew-



BALL WITH IDENTIFICATION TAG



SHOWING THE TEA BALL IN POSITION IN TEA POT

ards' Association in the Astor Gallery of the Waldorf-Astoria in August. The Certipure Tea

Ball is sold "loaded," the device being sealed after the tea is put in it. This insures uniform quality, uniform quantity and perfect hygiene.

It is doubtful if any invention of recent years has held more interest for the tea trade than this simple device to insure a perfect cup of tea.

THE PRACTICAL RETAIL GROCER

¶ A department devoted to the discussion of problems which vex retailers; telling how to arrange, display and sell goods; how to systematize; how to advertise; how to obtain the maximum efficiency in the grocery business.

CORRECT COST KEEPING

Harvard University Expert Shows That Most Retail Grocers Fail Because of Inaccurate Accounting Methods*

By MELVIN T. COPELAND,
Acting Director, Bureau of Business Research, Harvard University
Cambridge, Mass.

IN our study of the retail grocery trade we find a constantly increasing interest on the part of the retailers themselves. We have been gratified that so many grocers have been willing to furnish us with figures from their businesses, and a surprisingly large number have decided to put the Harvard System of Accounts for Retail Grocers into use so that they can furnish us with more and better figures in the future. Several hundred grocers, however, constitute only a small percentage of the total number in the country, and we still have a big task ahead of us.

We have also done some preliminary work on another large task—that of starting a similar study of the wholesale grocery business. When the Bureau was established five years ago it was decided to begin our research with retail trade, but at that time we had the definite intention of extending the research eventually to wholesaling and manufacturing, since our object primarily is to obtain accurate information on different kinds of business for purposes of instruction in the Harvard Graduate School of Business Administration. It is in accordance

* An address delivered before the tenth annual convention of the National Wholesale Grocers' Association at Boston, June 16, 1916.

with this original plan that we are just publishing the Harvard System of Accounts for Shoe Wholesalers, which is to serve as a basis for collecting comparable figures from shoe wholesalers, and we are at work upon a similar uniform accounting system for wholesale grocers. We shall be ready to receive your figures in the course of a few months. So much for the work of the Harvard Bureau of Business Research.

BROADER SIGNIFICANCE OF COST RESEARCH

I wish now to call your attention to the broader significance of the cost research which is being carried on not only by our Bureau, but by your Association and by other trade associations, and in which the Federal Trade Commission is taking such keen interest. It is to be hoped that better conditions in retail and wholesale trade in general will result from all these efforts, whether the research is being conducted primarily for the immediate benefit of members of an association or whether it is being carried on by an educational institution for its own purposes. It is highly important to our national life that these improvements should be made. During the last twelve months we have been confronted with national emergencies which have caused us to begin to take stock of our national resources. We have slowly come to appreciate the necessity of preparing ourselves for a struggle which might tax our utmost endeavors. We are also beginning to appreciate that in many respects preparation for war is also preparation for peace. The building of a navy and the recruiting and training of an effective army are no more important than the organization of our business in accordance with the most efficient methods. It is necessary that we do away with

1916



IMPORTANT CHANGES

TANGLEFOOT



Improved Size—Handy Sealed Package. Retails 5 Double Sheets for 10c
Ask your Jobber or his Salesman for Particulars



WEIR'S RED RIBBON COFFEE

"None Better"

Packed in one pound parchment foil interlined bags; also in tins.

ROSS W. WEIR & CO., Inc.
NEW YORK

ROYAL BAKING POWDER

ABSOLUTELY PURE

The purity of ROYAL BAKING POWDER is unquestioned and this purity is so well known to consumers everywhere that sales are just as certain.

When you buy a stock of ROYAL BAKING POWDER you can count your profit on every can in advance, because the last can is just as sure to sell as the first one.

Contains No Alum Nor Phosphate



ROYAL BAKING POWDER CO.

NEW YORK



When Writing Advertisers, Kindly, Mention THE TEA AND COFFEE TRADE JOURNAL

antiquated and wasteful practices. In this cost research we are grappling with some of the greatest problems of waste which confront business men at the present time. Have we the courage and the persistency to carry through this work till our ultimate goal is attained?

GROCCERS' INEFFICIENCY CAUSES GREAT WASTE

There are, I am told, about 200,000 retail grocers in the United States. How many of these 200,000 are operating their stores on the most economical basis? Judging from the figures which the Bureau has obtained, they are only a small proportion of the total. The waste due to poor methods is enormous in the aggregate. This statement is not made in any spirit of criticism. On the contrary, I sincerely believe that the vast majority of retail grocers are striving to be efficient, and I know that they welcome all constructive suggestions. Their problems are many and complex, and aid in solving those problems can be rendered only after long, painstaking, and sympathetic study.

EXACT KNOWLEDGE OF COSTS NECESSARY

The retailer's first task and one of his greatest tasks is to obtain an exact knowledge of his costs. Ignorance of costs in most instances causes waste. The figures which we have obtained indicate that, as a rule, those retailers who have poor bookkeeping methods, or none at all, are operating least economically. The retailers with the lowest expense ratios, on the other hand, know at all times just what they are doing and where they stand. In the 253 retail grocery stores from which reliable figures were obtained for the preparation of our first bulletin, the common figure for total expense was 16.5 per cent of net sales. Although they were operating under similar circumstances, 15 of these stores showed a higher expense ratio. A small but significant group of especially well managed stores, with good accounting systems, were operating at 13 per cent. Of course, many stores could not furnish reliable figures, and inasmuch as high expense generally accompanies poor bookkeeping methods, probably a larger proportion of the total number of stores in the country are operating at more than 16.5 per cent. The high expense in such instances is quite com-

monly due to wasteful methods at some one point and very frequently attention is given to minor economies while the opportunities for larger savings are neglected because they are not appreciated.

One retailer, for instance, may pay especial attention to the saving of twine and wrapping paper, and still employ two men to do the work of one. The great waste in the retail grocery trade is not in twine and wrapping paper, but in human labor. The highest expense for wrappings and miscellaneous selling expense is 1.1 per cent of the net sales and the common figure is 0.4 per cent. Salaries and wages of sales force, on the other hand, in one store amounted to 10.6 per cent of the net sales; it commonly is 6.5 per cent, and may ordinarily be reduced 1.5 per cent. Even if he were to save all of his twine and wrapping paper, the economy would be small as compared to the saving which the average grocer might make in his sales force expense through better arrangement of his store, and through a readjustment of his methods to secure larger sales per sales person. We have found the average sales per sales person varying from \$5,000 to \$20,000 per year, the common figure being about \$10,000. The grocer with a high sales force expense ordinarily shows small sales per sales person.

ACCURATE ACCOUNTANCY VITAL TO SUCCESS

In some stores it is through the item for sales force expense that the total expense is inflated. In other stores the total expense is high because of excessive delivery charges; in others because of rent; in others because of losses from bad debts. But the exact cause for high expense and frequently for ultimate loss cannot be readily detected unless a retailer is keeping his books properly with a detailed classification of his expenses. A sea captain might as well try to navigate his ship without compass or chart as a retailer to operate his store without proper accounting methods. A few retailers may succeed without a detailed knowledge of their costs, but sooner or later the vast majority, as you know only too well, are wrecked.

Upon the retailer himself the responsibility for his own bookkeeping primarily rests, and there is

	<h2 style="margin: 0;">Empire Hardware Company</h2>	
<p>Grocers' Butchers' Bakers' Restaurants</p>	<h3 style="margin: 0;">STORE FURNISHINGS</h3>	
<p>SCALES, CANISTERS, SHOW CASES, REFRIGERATORS, Etc. ELECTRIC COFFEE MILLS</p>		
<p>85 Warren St. New York City</p>		
<p><small>Between Greenwich Street and West Broadway</small></p>		
<p><i>Write for complete Catalogue</i></p>		

Building a Better Business

By sticking to the things that are true and tried—
the things that have established themselves in public
favor through honest value—

Shredded Wheat

has established itself in a million homes as the cleanest
purest, most nutritious of all cereal foods. Get in
touch with the home and you will keep a fresh stock of
Shredded Wheat always on hand.



The Biscuit is packed in odorless spruce wood
cases which may be easily sold for 10 or 15
cents, thereby adding to the grocer's profits.

Made only by
The Shredded Wheat Co., Niagara Falls, N. Y.

Why the most exclusive stores sell

RYZON

Because they can sell it as the Perfect Baking Powder,
because they can back its effectiveness, its economy and its
healthfulness to the limit.

Because the RYZON advertising is truthful and
powerful—bringing trade to buy a product that
exceeds its advertised claims.

Because RYZON has a character so high and a
demand so strong that it is a real business in-
fluence.

Because the money-back guarantee proves good
faith and good baking powder.

GENERAL CHEMICAL CO.
FOOD DEPARTMENT
NEW YORK



no valid reason why he should be excused from this responsibility. He may be an extraordinarily busy man, to be sure, with little experience in keeping books, but if he is to succeed in the retail grocery business under present conditions it is absolutely essential that he use at least a simple accounting system. He cannot afford to neglect his bookkeeping, nor can his creditors and the public at large afford to allow him to neglect it. The retailer, however, needs not only to know what his own expenses are, he also needs some guide with which he can compare his own figures in order to be sure just what charges are excessive. It should be the object of cost research to provide this guide and thereby aid in the elimination of waste, which is essentially a national economic loss.

MONTHLY STOCK-TURN POSSIBLE FOR ALL

Another source of national waste is in the slow stock-turn in our retail grocery stores. The common figure for stock-turn is only seven times a year in grocery stores, and many grocers are turning their stock only two or three times a year, yet a monthly stock-turn—or twelve times a year—is apparently possible for all, and some grocers are already turning their stock more rapidly than once a month. The slow stock-turn which is of such common occurrence is wasteful because it involves the tying up of capital in excessively large stocks of merchandise without increasing the sales. It also involves depreciation and deterioration, which is a loss to the retailer and certainly of no benefit to the consumer.

ALL NEEDLESS WASTE MUST BE ELIMINATED

The instances of many unsatisfactory conditions in the retail grocery trade have long been recognized by wholesalers. The time is now ripe for accomplishing a broad and lasting improvement. In making up our minds to carry through the work which has already been begun, let us not lose sight of the fact that it is not only to our own interest as business men, but that it is a matter of great national importance. We cannot be fully prepared for great emergencies either in our business life or in our national affairs unless we eliminate unnecessary waste and put all of our business on a thoroughly sound footing.

THE GROCER-ROASTER

Repeating the Argument that Increased Patronage
and Profit Result from Advertising and
Selling Freshly Roasted Coffee Blended
to Please Individual Tastes

By W. B. NASH*
Indianapolis

MR. GROCER, do you realize that you are losing hundreds of dollars every year in your coffee department merely because you are not doing your own roasting? You are paying the wholesaler from two to eight cents a pound more than you should, and you are losing all the advertising value, increased profit, and growing trade which would be yours if you were independent of the wholesalers and did your own roasting, blending, and grinding.

I could give you numerous reasons why it would be to your advantage and profit to develop your coffee business in this way, but the following are the principal ones and will suffice.

WHY YOU SHOULD DO YOUR OWN ROASTING

1. You should become posted on a line of goods on which most grocers are not posted. The grocer depends exclusively on the coffee salesman. He cannot tell a Santos from a Bogota, a Guatemala from a Caracas, but if he roasted his own coffees he could.

2. Coffee is only 10 per cent goodness and 90 per cent waste. Otherwise speaking, with every 100 pounds of coffee you have 10 pounds of oil. The oil comes to the surface and begins to evaporate after it is roasted and water takes its place. Freshly-roasted coffee is much better and will give you more cups to the pound, as it retains all of its oil. There is as much difference between freshly-roasted and stale coffee as there is between freshly-roasted and stale peanuts.

3. You can get individuality out of your own brands. They belong to you and no one can cut your prices. No firm can take them away from you and give them to your neighbor, if you should not agree with your roaster for any cause.

4. You advertise "Freshly-roasted Coffee." The advertisement you receive from the aroma of roasted coffee coming from your place of business and the demonstration, showing the peo-

* Mr. Nash states, in connection with this article, that he will be glad to furnish readers of THE TEA AND COFFEE TRADE JOURNAL with any further information on this subject.

C. D. GREGG TEA & COFFEE COMPANY
"The Coffee that's best by test"
IMPORTERS & ROASTERS, High Grade Coffees & Teas
SPECIALISTS IN CUP SELECTIONS
 Samples and Prices furnished on request
 Offices and Mills
76 FRONT STREET, NEW YORK

S.A. SCHONBRUNN & CO.
 83 Front Street, New York
Importers and Roasters of Coffee
DISTRIBUTORS COFFEE OF QUALITY
 Samples and prices that will bear competition, furnished on request.

Special Offer to Jobbers on



ALLIANCE COFFEE

A Quarter Seller That's a Repeater

If you are a jobber, we have a particularly attractive proposition to make you on Alliance Brand package coffee—a coffee of merit retailing at twenty-five cents and offered you at a price that will give you a living profit.

When writing, ask for prices and samples of Bull's Eye and G. B. brands bulk roasted Rio.

Located in one of the largest and most up-to-date coffee plants in the country, we have the facilities and the organization for giving you most efficient service. Let us help you build up your coffee trade.

YOUNG & GRIFFIN COFFEE CO., Inc.
97 Water St., New York

Successors to
Brazil Syndicate, Inc.
Potter, Sloan, O'Donohue Co.

Warner's

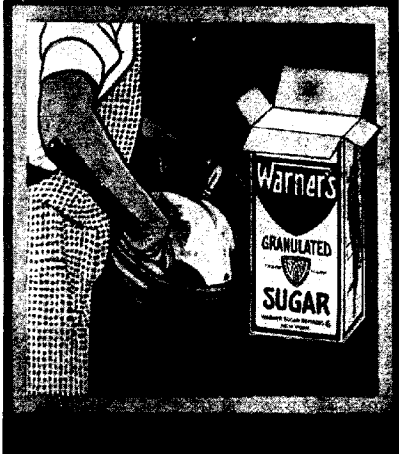
EXTRA FINE GRANULATED SUGAR

Just across the Hudson from Riverside Drive, day and night, year in and year out, the colossal Warner Refinery is producing a full line of the finest sugars the world has ever seen.

None but *cane* sugar enters this refinery, none but the most skilled labor, improved processes and latest automatic machinery are employed.

Whether it be our extra fine granulated in handy, attractive 2, 3½ and 5 lb. cartons, our dainty cubes for coffee and tea, or any one of our 27 kinds of sugar in bags, barrels or boxes, you will always find each the best of its kind, a dependable holder of trade.

WARNER SUGAR REFINING CO.
79 Wall Street, New York



ple you always do what you say you do, will win you hosts of new customers. Roast your coffee fresh every day. They see you roasting it, and every woman, man and child for miles will know you roast your coffee. They smell it and see you do the work. You cannot spend \$500 in advertising that would do as much good.

5. When you are handling other roasted brands, if you will stop to think, the tin can costs about four cents; label, packing, freight, advertising and selling, all will amount to about 10 cents, and then you have no coffee. Nothing but the package and an ad for the firm that puts it out. Do you not think you could put this same coffee out and save the above and give the trade even better coffee by roasting it yourself?

6. By roasting and blending your own coffee you save from two to eight cents a pound and give your trade better coffee, because it has not lost its oil. Another important point is that you can blend the roasted beans to please the individual tastes of your customers and thus hold their trade.

7. If you have a coffee roaster in your place of business you will not neglect one of your best-paying departments. You will push the coffee business, which you should do, and you will make more money on five pounds of coffee than you will on a barrel of sugar.

8. In the article written by Paul Findlay, on page 372 of the April, 1916, issue of THE TEA AND COFFEE TRADE JOURNAL, see the difference in buying roasted and roasting yourself.

WAKE UP! BEAT THE COFFEE PEDLER TO IT

Now, Mr. Grocer, wake up and get on the ground floor of the coffee business. You have been the "goat" a long time. Others have done it and you should. Do not let the coffee wagons get your business as they are doing. You should sell at least one pound of coffee a week to every one of your customers. Invoice them and see what per cent you are selling. I will venture to say, you are not selling one-fourth of a pound per customer. The coffee wagon is getting your business because you are asleep. One coffee company sold last year \$7,775,000 worth of coffee in the United States and made \$1,100,000 profit out of it. This concern imported more coffee last year than any three importers combined. No. 4 Santos was its principal importation. Every dollar's worth of this trade should have gone to the retail grocer and it would have if he had pushed it properly. The coffee man knocks at Mrs.

Jones' door this morning and a week from today he is there again when you are asleep on the job.

DEALERS SHOULD NOT STOCK GROUND COFFEE

I blame a great many roasters for the condition of the grocer's coffee business. The roaster sells him too large a quantity at a time and it gets stale. He also sells him ground coffee, or so-called "steel cut," which is refined. I think a wholesale coffee roaster is foolish to do this; for when the little oil cells in the grain of coffee are broken, the oil oozes out more rapidly than it does in the whole bean, and this is detrimental to the coffee and will lose any dealer's coffee business in time.

If you will open up a can of coffee that has been on the shelf, ground for a week or so, and compare it with one just ground, you will not recognize it as the same coffee. I do not care if it is put up in air-tight glass jars. Try it. Here is where the wholesale roaster makes a mistake, and he can never build up a trade for himself or the grocer by pursuing this policy.

SUCCESSFUL RETAIL COFFEE ROASTERS

There is a small coffee-roasting machine made for the retail merchant, which is a handsome fixture, and hundreds of them are being used in the United States. Many retail merchants are making a success of roasting and blending their own coffees. Following are the names of a few of them:

Fribley's Department Store, Bourbon, Ind. Increased their coffee business eight times what it was.

C. Bunschbach, Shelbyville, Ind. Increased his coffee business from 50 pounds to 1,200 pounds a week.

A. Fromhold, 2202 Prospect street, Indianapolis. Increased his coffee business four times what it was.

A. S. Muller, Main street, Lafayette, Ind. Increased his coffee business from 50 pounds to 400 pounds a week.

Frischer Grocery Company, Kansas City, Mo. Increased its coffee business 1000 per cent.

Nelson Bros., Luverne, Minn. Doubled their coffee business in three months.



H.F. HEACOCK, 51 N. Second St., Philadelphia, Pa.

Makers of Fine Tea and Coffee Canisters

The style shown here holds 50 lbs. of Coffee. We sell these in lots of 1 to 50. Send for quotations.

GROCERS' AND BUTCHERS' FITTINGS OF All Styles

Write for Illustrated Catalogue

The Reputation and Standing of
Walter Baker & Co.'s
Cocoa and Chocolate
Preparations



Registered,
 U. S. Pat. Off.

Have been built up by years of fair dealing, of honest manufacturing, an unwavering policy of maintaining the high quality of the goods and by extensive and persistent advertising. This means for the grocer a steady and increasing demand from satisfied customers, in the long run by far the most profitable trade.

The genuine Baker's Cocoa and Baker's Chocolate have this trade-mark on the package and are made only by

WALTER BAKER & CO. Ltd.

Established 1780

Dorchester, Mass.

NOTICE!

**JOBBER, RETAILERS,
 CONSUMERS**



The Bureau of Chemistry, U. S. Department of Agriculture, has ruled "Salad Dressing, if made with oil, must be labeled to indicate the kind of oil used, unless that oil is Olive Oil."

"That 'MAYONNAISE' cannot appear anywhere on the package unless eggs are used."

There are any number of Salad Dressings made with cottonseed oil, without the proper indication appearing on the label.

The word "MAYONNAISE" appears plainly on a good many products not containing any eggs.

There are a good many Salad Dressings on the market containing neither oil nor eggs.

The Jobber, Retailer and Consumer should learn to discriminate between these various so-called "Mayonnaise" and "Salad Dressings."

All food products should be plainly labeled and branded in accordance with the rulings of the Bureau of Chemistry, U. S. Department of Agriculture.

POMPEIAN OLIVE OIL SALAD DRESSING is guaranteed GENUINE MAYONNAISE, prepared with Pure, Fresh Olive Oil, Selected Fresh Eggs, Pure Vinegar, and Pure Selected Spices. Contains NO artificial color, NO starch, NO gum, NO fillers of any kind.

THE POMPEIAN COMPANY
 Baltimore, U. S. A.



Only Coffee in the United States, Roasted, Ground and Packed on plantation in native country.

THE COFFEE that received the **FIRST GRAND PRIZE** at the International Exhibition of San Francisco, Cal., was the **GUATEMALA COFFEE.**

Guaranteed under the Pure Food and Drug Act

When Writing Advertisers, Kindly Mention **THE TEA AND COFFEE TRADE JOURNAL**

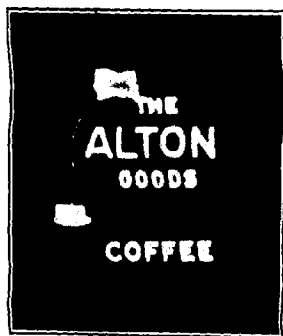
STORE AND SHOW DISPLAY

The newest ideas in window dressing and store arrangement; unusual indoor and outdoor publicity

BIG ELECTRIC COFFEE SIGN

Oklahoma's Largest Display is 45 by 30 Feet and Flashes the Merit of Alton Coffee

ONE of the largest and most effective flashing electric signs advertising coffee was recently erected by the Thomas Cusack Company for The Alton Mercantile Company, coffee roaster and wholesale grocer, on the roof of its three-story building in Enid, Okla. A photograph of the sign is reproduced herewith.



EFFECTIVE ELECTRIC FLASH SIGN

This sign is 45 feet high by about 30 feet wide, the letters of the word "Alton" being 4 feet 6 inches in height. The coffee cup is 3 feet high by 5 feet wide, and the coffee pot measures 5 feet in height by 8 feet 6 inches in width. The length of the stream from pot to cup is 18 feet, and the diamond enclosure measures 18 feet on each of the four sides. There are 487 5-watt, 60-volt lamps in the sign, of which those in the coffee stream are amber and those in the diamond are ruby, the remainder being white.


The coffee pot, cup and saucer first appear followed by the amber stream, after which the diamond appears with a continuous running effect. Then the words "The Alton Goods" come on all at one time, followed by the word "Coffee." Then all lights are on for a moment and all go out; all go on at one time, then all go out again and the operations are repeated as before. This sign is operated by a combination Thomas Cusack Company flasher, which is placed high on the frame in order to avoid a voltage drop.

ONE WAY TO SELL HAMS

In order to freshen the demand for the boss's stock of Ferris hams a certain grocer's clerk while on his route taking orders, carried under his arm one of these hams. To every patron he would explain: "This is a Ferris ham which Mrs. Fitz-Hugh Jones orders regularly and I brought it in that you might see it." Human nature is such that many of the ladies would take pattern after Mrs. Fitz-Hugh Jones and order one of the hams. The ham was really going to Mrs. Fitz-Hugh Jones, of course.

ARBUCKLE SALESMEN MEET


How to make better salesmen and more intelligent distributors of retail grocers engaged the attention of fourteen Southern traveling representatives of Arbuckle Bros., who recently met in convention at Atlanta, where William L. Starr has established headquarters for Alabama and Georgia. Among the important discussions were those on "The Reduction of Selling Cost," "The Use of the Coffee Mortar," and "House to House Distribution." The following salesmen attended the meeting: Alabama, C. E. Byrum, Montgomery; J. P. McDonough, Birmingham; J. D. Wadsworth, Mobile; W. O. Greene, Anniston; Georgia, William L. Starr, W. S. Rogers, Atlanta; George Denny, Augusta; J. H. Kemper, Columbus; P. C. Carswell, Macon; E. F. Allen, Savannah; J. D. Bryan, Rome; C. W. Bradford, Valdosta; E. G. Everitt, Athens, Mississippi; R. G. Millard, West Point.



McCORMICK & CO., INC.

BALTIMORE, MD.

Bee Brand Spices and Extracts, Banquet Tea



You Can Save Time and Make Money by Selling

Domino Granulated Sugar In Packages

Figure the time and money you lose in weighing and wrapping sugar. Figure, too, how Domino Granulated Sugar in packages will promote your service and add to the satisfaction of your trade.

Domino Granulated Sugar is clean and dry, convenient for you and your customers to handle. It is always the right weight and highest quality, all cane sugar. As a leader it will help you to get and hold trade. Packed in 2 and 5 pound packages, and in 2, 5, 10, 25 and 50 pound non-sifting bags. Domino Cane Sugar is also packed as follows:

Domino Tablet Sugar. Full-size tablets in 2 and 5 pound packages. Half-size tablets in 2 pound and 10c. packages.

Domino Powdered Sugar and Domino Confectioners Sugar. In 1 pound packages, 24 to container.

**American Sugar Refining Company
of New York**

The Most Complete Line of Sugar in the World



Knox Gelatine No. 1 Helps Sell Knox Gelatine No. 3

You can easily make new sales to old customers if you will speak about our No. 3 Acidulated Gelatine to women who have been buying our No. 1 Sparkling Gelatine, because, the No. 3 package contains an envelope of lemon flavor which saves customers the bother of using lemons.

KNOX GELATINE is the biggest selling gelatine in the United States. You can easily make it the biggest selling gelatine in your store and you make a splendid profit on it, so the extra effort will be well repaid. We'll help you with window displays and recipe booklets and other store helps if you'll let us know your requirements.

"THE BIGGEST SELLING GELATINE IN THE UNITED STATES"

New, attractive display advertising matter that is sure to increase sales will be furnished free on request. Write us

CHARLES B. KNOX COMPANY, Inc., Johnstown, New York

SALIENT TRADE NOTES

The Retail Grocers' Association of Philadelphia, which now has more than 1,500 members, plans to erect a new warehouse to cost \$500,000.

The Hoosier Coffee Company is a new concern at 930 Fort Wayne avenue, Indianapolis. Everett Irish, formerly with the King Koffee Co., Indianapolis, is president and treasurer; Jesse D. Cooper, vice-president, and Walter E. Beauchamp, secretary. The company will carry on its own coffee roasting and grinding operations with the use of a Burns No. 6 complete roasting outfit, a "Challenge" pulverizer and a No. 11 grinding mill.

It is announced that the head office of Spiller & Co., wholesale agents for "Salada" tea, is now located at 100 Hudson street, New York, from which an active sales campaign for "Salada" tea will be conducted. Spiller & Co. already have offices in Buffalo, Cleveland, Syracuse, Pittsburg and Philadelphia.

The Higgins-Balcock-Hurd Company, wholesale grocer and coffee roaster, Cleveland, is equipping its plant with a No. 3 Burns granulator.

John Duncan & Co., tea and coffee dealers of Montreal, have been incorporated, with a capital stock of \$100,000.

W. H. Schwartz & Sons, the old coffee and spice house of Halifax, N. S., Canada, have replaced apparatus damaged in their fire with a one-bag Burns gas-fuel outfit.

The Consumers Biscuit & Manufacturing Company has removed to its new building, Clinton Park and Waverly avenue, Brooklyn, where its manufacturing facilities have been greatly enlarged.

The Jersey City plant of the Great Atlantic & Pacific Tea Company has recently been equipped for peanut butter manufacturing with Burns apparatus, including two roasters with special cylinders for shelled peanuts, cooling outfit, stoner,

picking table, grinding mills, etc., with complete labor-saving connections.

The Teko Tea Company, capitalized at \$25,000, has been incorporated to deal in teas, coffees, groceries, etc., in New York City.

The coffee roasting department in the wholesale grocery of Wilkinson, Gaddis & Co., Newark, N. J., will shortly replace their present roasting plant with a new 4-bag Burns "Jubilee" roaster, tiptop cooler and stoner outfit with flexible arm connection.

The Battle Creek Cereal Coffee Company has been incorporated at Battle Creek, with capitalization of \$100,000. The company will manufacture cereal coffee and other food beverages. The officers are: J. H. Kellogg, president; O. R. Haguc, vice-president; William E. Goff, secretary-treasurer.

Two No. 1 Burns roasters with tip-top cooler and stoner, coffee granulating outfit, "Challenge" pulverizer, and package-carrying equipment will be installed in the coffee roasting department of The Federal Coffee Mills Company's new 4-story and basement building at 1719-23 Woodland avenue, Cleveland.

The National Cash Register Company recently sold sixty cash registers, valued at \$40,000, to one of the largest retail confectioners in New York.

Sprague, Warner & Co., Chicago, have recently installed a 500-pound Burns tea mixing and cleaning outfit.

The Salada Tea Company is erecting at the corner of Berkely and Stuart streets, Boston, an 8-story warehouse, which, when completed, will be one of the finest in the country.

The West Branch Coffee Company has recently opened for business at Williamsport, Pa. R. H. Bair and H. B. Seitzer, well known in Williamsport and for some years identified with the tea and coffee trade, compose the firm. They do their own coffee roasting and grinding work by means

DANNEMILLER COFFEE CO.

Brooklyn, N. Y. City

ROASTED COFFEE

Bulk—Package—Canned

GREEN COFFEE

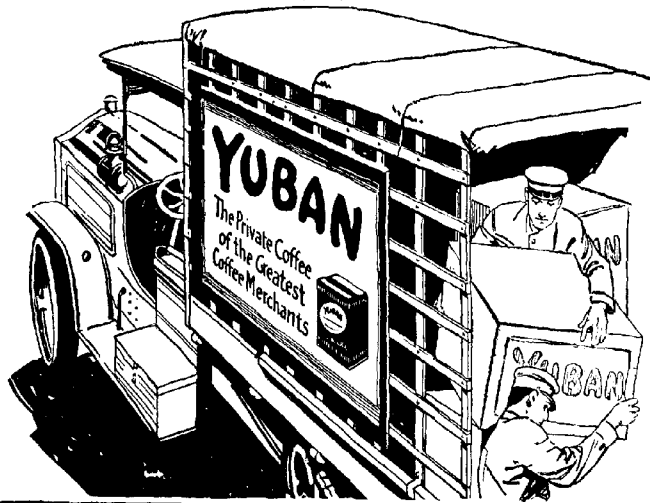
In Carload Lots

Ask for Samples

Jobbing trade solicited only
Our prices will interest YOU

Over 8000 grocers in Greater New York alone supply Yuban regularly to their trade. Do you?

ARBUCKLE BROTHERS YUBAN COFFEE DEPT. NEW YORK CITY



Simplicity is a Trump-card

Simplicity of construction and ease in operation are two of the many recommendable features of THE COLES COFFEEMILLS and MEAT CHOPPERS

They're practical, dependable and lastingly good. Twenty-five years of determined effort back of every machine; and prices are as moderate as efficiency is high. OUR NEW CATALOGUE is yours for the asking.

Coles Manufacturing Co., 23d. & TURNER STS.,
PHILADELPHIA,
PA.

of a Burns 1/2-bag roasting outfit and a No. 1 granulator with chaff remover.

Selling 53 out of 55 possible customers, or a selling average of 95 1/2 per cent, is the recent record of C. L. Heath, salesman for Dwinell-Wright Company, Boston, roaster and packer of "White House" coffee.

Two No. 1 Burns gas roasters with complete green coffee machinery, granulating and storage equipment, are being installed in the new 7-story addition to the wholesale grocery establishment of Charles Hewitt & Sons Company, Des Moines, Iowa.

The United Grocers' Corporation has recently taken possession of its new Toledo plant. Its coffee-roasting department has been removed from New York and its extract and baking powder plant from Pittsburg.

Geo. Kalamakis, proprietor of the Coffee Supply House, Tarpon Springs, Fla., has improved his facilities by the installation of a "Challenge" pulverizer.

The Industrial Co-Operative Union, an organization for co-operative buying of groceries and farm products, was formed in Milwaukee recently. The intention is to incorporate for \$1,000,000, according to the promoters, who are M. W. Tubbs, J. J. Handley, J. J. Fitzgibbons, J. H. Carnahan, Joseph A. Hogan and L. Gettle.

The house of David Spencer, Ltd., with stores at Vancouver, Victoria and Nanaimo, B. C., Canada, has installed in Vancouver a 1/2-bag Burns coffee roaster with revolving cooler and stoner.

The Olive Products Company, incorporated for \$100,000, is building at Oroville, Cal., what is said to be the largest olive oil processing plant in the United States. The company owns about 10 per cent of the bearing acreage of the Oroville district.

The Jenkins-Kirby Packing Company, Wilkes-Barre, Pa., will install a 400-pound Burns peanut roaster and cooling outfit of the tip-top pattern in its new 4-story building now being erected.

AFTER THE COFFEE PEDLERS

A bill imposing an annual license of \$5,000 upon trading stamp concerns and dealers and \$4,000 upon concerns packing coupons in goods, and dealers selling such goods, now pending in the Louisiana State Legislature, was introduced at the request of the New Orleans Retail Grocers' Association. The bill is directed particularly against coffee pedlers, who have invaded New Orleans recently, demoralizing the trade of the legitimate grocer to such an extent that they have become a menace.

AMERICAN CAN COMPANY WINS

Judge John C. Rose, in the United States District Court at Baltimore, has refused the Government's motion to dissolve the American Can Company, and stated that he would permit the company to continue its business as heretofore. The Government will appeal from Judge Rose's decision.

ALABAMA SALESMEN HEAR TEA TALK

At the recent Birmingham Convention of the Alabama Travelers' Association, Caleb A. Morales, representing Peek Bros. & Winch, who has been successfully introducing Peek's "Perfect Vacuum Cleaned Tea" in the Southern States, and who was a guest of the association, gave a brief address on the tea industry in its relation to the retail dealers and its future development in this country. He said in part:

"The tea and coffee business legitimately belongs to the retail grocer, and the retailer should be supplied through the regular trade channels used by the wholesale grocer. All of you who represent wholesale grocery houses can greatly increase your tea and coffee sales if you would obtain more knowledge on these subjects. I sincerely suggest your subscribing to THE TEA AND COFFEE TRADE JOURNAL, which is 'The Blue Book of the Trade,' representing the tea, coffee, spice and fine grocery trades."

GOLD MEDALS

were awarded to

G. Washington's Refined Coffee

and

G. Washington's Refined Tea

at the

Panama-California Exposition

All the crystalized goodness that is in the coffee berry and tea leaf that is good to use.

Quality—Convenience—Healthfulness

Every can guaranteed to give satisfaction.

Save Broken Parts and Burnt-Out Motors

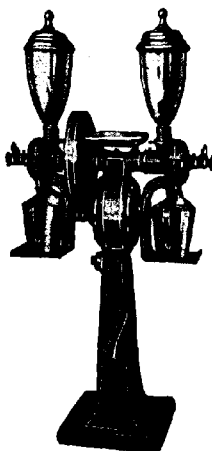
The automatic release on all Universal Mills acts instantly, any obstruction falls into the grinders, disconnecting them from the motor before any injury is done.

UNIVERSAL Electric Coffee Mills

A valuable feature of these Mills is the extreme ease with which they may be instantly reset without the aid of tools. Merely turn two thumb screws, push a small cog into place and the Mill is once more ready for use.

Sold only thru Jobbers

UNIVERSAL STORES SPECIALTY CO.
NEW BRITAIN, CONN.



No. 9211
Floor Type Gear Drive
Height, 62 in. Hopper holds 5 lbs.
Shipping Weight, 500 lbs.



SUGAR POINTS

“Guaranteed”

NUMBER
4

We guarantee FRANKLIN CARTON SUGAR to be full weight and made from sugar cane. Its reputation as the Standard of Purity and Quality, and its great popularity are all additional guarantees to you that Franklin Carton Sugar will please your customers and is the best sugar for you to handle. The ready-weighted sealed cartons save you time and trouble and prevent loss by overweight.

*Cartons hold 1, 2 and 5 lbs., according to grade
Original containers hold 24, 48, 60 and 120 lbs.*

THE FRANKLIN SUGAR REFINING CO., Philadelphia

TRADING STAMP BILL KILLED

Collectors of trading stamps and coupons, as well as merchants interested in premium advertising, will approve the action of the Massachusetts Legislature in sustaining Governor McCall's veto of a bill which had for its purpose the elimination by excessive taxation of co-operative profit-sharing in that State. The Governor, in his veto message to the Legislature, wrote:

"While the reason is not apparent to me for permitting the issue and redemption of stamps by the same party and prohibiting the issue by one party and redemption by another, and while on first thought such a discrimination would appear to be in favor of the larger trader and against the small one, yet due deference to the action of the Legislature and to the investigations which preceded the passage of the act would lead me to waive doubts I might have upon that aspect of the subject in favor of the bill. It appears, however, to create a preferential class which should never be created without a very strong reason. The objection which constrains me to withhold my approval from the bill rests upon constitutional grounds."

The message explained that the State courts of Massachusetts have always upheld the legality of trading stamps and similar instruments. The Supreme Court of each State has always been accepted as the final interpreter of its own Constitution.



"QUALITY"

in Engravings does not mean expensiveness. It means the *grade* of work to suit your selling plans and which will print well where you want to print it. Write us when you need *Designs and Engravings for Labels, Catalogue Covers, Posters, Catalogues, Advertisements, etc.* Send for samples (mentioning The Tea and Coffee Trade Journal).

Established 1889

GATCHEL & MANNING

Designers and Photo-Engravers
In One or More Colors

PHILADELPHIA

547 Chestnut Street

Coffee Sermonettes

Being a series of Sales Talks, Pointing the
Way to Increased Coffee Business.

No. 3—Coffee Grinding.

* Proper grinding is a big factor in building a successful coffee business. The right grind will go a long ways toward producing satisfactory results, while a poor grind may mean a dissatisfied customer and loss of business.

* Advocate grinding at home. This, we believe, is the best solution of the problem. Home grinding means freshly ground coffee for each brew; hence better results in the cup. Home grinding means uniform grinding. The mill can be adjusted as required, without the necessity for any change.

* In the course of the day you grind many grades—the high grade blend is likely to be followed by a Rio; consequently unless you are careful to clean the mill, trouble may result. The housewife, on the other hand, uses the same grade and therefore it doesn't matter if some of the coffee from a previous grind remains in the mill.

* Again, there is the item of expense to be considered. Home grinding lessens your labor, lessens wear and tear on your mill, saves the cost of power, and also the time it takes to open and re-wrap trade marked packages.

* There always will be a demand for ground coffee—many consumers will not take the trouble to grind it themselves. However, do all the educating possible. Lay in a stock of good hand mills and push them.

* Remind your customer that all coffee adulterants are in ground form. When she buys coffee in the bean she can see what she is getting. If the coffee is particularly low grade, the imperfections can be easily detected. Explain that fresh grinding means a more satisfying beverage. Do this and you are taking a long step toward overcoming coffee competition. It is one good way to build coffee sales.

* What are your ideas on this subject? We will be glad to have your viewpoint.

Let us help you solve your coffee problems. Write for detailed information concerning coffee sales plans and quality goods.

The

William B. Harris Co.

Cup Quality Experts

Teas, Coffees, Spices

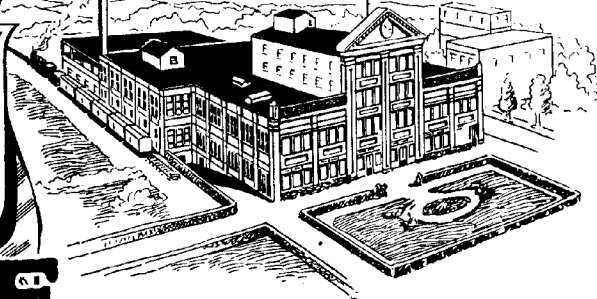
65 Front Street New York

(Copyright)



SAUER'S

PURE
FLAVORING EXTRACTS



FOUR solid carloads of Sauer's Extracts just shipped to different parts of the country—North, East, South and West. Sauer's is the one flavoring extract sold in large enough quantities to justify carload shipments.



The Grand Prix at the Panama-Pacific Exposition was awarded to Sauer's Extracts in competition with seven other brands. This was the greatest endorsement ever given an extract for purity, strength and fine flavor.

Sauer's is the largest selling brand in America.

The Sanitary glass-stoppered bottles in which Sauer's F. F. V. Extracts are sold preserves indefinitely the fine fruit flavor, and makes ready sales.

SAUER'S F. F. V. Brand of Flavoring Extracts are all extra strong, delicious, pure fruit flavors, and made from highest grade vanilla beans and fresh ripe fruit. Cost no more than ordinary brands.

The C. F. Sauer Co.,

Richmond, Va.

Business is booming more than ever



The above busy industries make busy stores below



Now is the time for merchants to make more money

Factories are busier than ever, many working overtime.

Labor is in greater demand at higher wages.

People are spending money more freely than ever before.

Billions of dollars are passing over the merchants' counters.

This year you should make more money than ever before.

You cannot make all you should unless you have up-to-date methods.

A man should never do a thing which a machine can do for him.

You should have our complete 1916 model register that prints the amount of each transaction on receipt or sales-slip.

It forces a correct record of all transactions between clerks and customers.

If you are using an old register, it will pay you to exchange it for a complete 1916 model.

Considering the material, workmanship, and the work it does, it is the lowest priced piece of machinery sold in the world.

You should order yours now, for early delivery.

Write us, and our agent will help you select a register suitable for your business.

(Signed)

John A. Patterson

President

When Writing Advertisers, Kindly Mention THE TEA AND COFFEE TRADE JOURNAL

**Don't forget, NOW is the time to
make more money!**



**This is the machine
that will help you do it.**

The harvest is ripe. Will you reap it with an old-time sickle or an up-to-date self-binder? Our complete 1916 models are as far ahead of our old registers as the self-binder is ahead of the old sickle.

1. *The complete 1916 National Cash Register takes care of all cash sales, assuring you of a complete, unchangeable record of the sale.*
2. *It takes care of all charge sales, assuring you that proper record will be made of the charge.*
3. *When customers pay on account a record is made. This stops disputes later.*
4. *When you pay out money it forces a record as a safeguard against having to pay the bill again.*
5. *Goods sent C. O. D. or on approval are accounted for, and the danger of their being lost sight of is removed.*

**Our complete 1916 models pay for themselves as they go—
out of the money they save.**

They are making money for thousands of merchants.

What is good for others is good for you.

Write us today for more information.

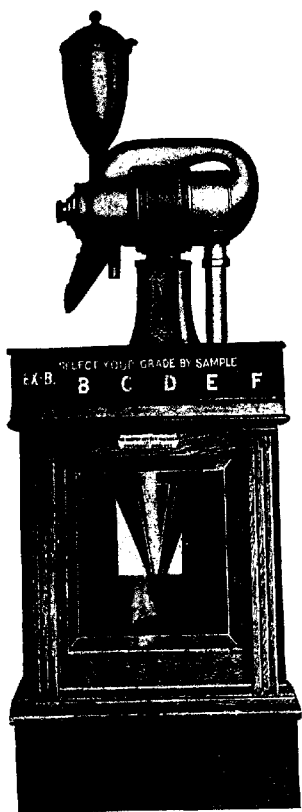
The National Cash Register Company, Dayton, Ohio, U. S. A.

Offices in all the principal cities of the world

When Writing Advertisers, Kindly Mention THE TEA AND COFFEE TRADE JOURNAL

Satisfied Customers Are Never Satisfied

—they always come back



Hundreds of thrifty, know-a-good thing-when-they-see-it sort of merchants have installed Master Coffee Cutters and Refiners, and have stolen a march on their competitors.

They furnish, right on the spot, a beautifully clean, chaff-free coffee, freshly cut or pulverized, which appeals to folks because of its very looks. People buy it, believing it is better. They continue to buy it because it IS BETTER.

The Master
REFINER

has never yet failed to increase the coffee business 100 per cent in any store it is placed, where the boss and his clerks do their part. It is a WONDER MACHINE, fully guaranteed and endorsed by prominent users.

Produce Your Own
Steel-Cut Coffee

save the packer's profit, and build a business distinctively YOURS.

Write for particulars quick

The Master Cutter Machine Co., Inc.

Oakley Station, CINCINNATI, OHIO

New York Office
63 Fifth Ave.

Philadelphia Office
42 N. 7th St.

A SURE TRADE GETTER



The Royal Valley Coffee Co.
Detroit, Mich.



The Brand That Gets Repeat Orders



ALEX SHEPPARD & SONS, Inc.
PHILADELPHIA

Mello
TRADE MARK

Always



Best Coffee

H. H. HIXSON & Co., Chicago, Ill.

Talks with Grocers On Package Coffees

No. 6—Why Package Coffees Are Repeaters.

¶ Because they are repeaters—that's why it will pay you to handle trade-marked package coffees. Persistent advertising to the consumer, coupled with good value makes them repeaters.

¶ Well known package coffees are repeaters because of their high and uniform quality. They are the result of careful blending, roasting and grinding by experts; men whose reputations stand back of every package sold over your counter.

¶ One good way to meet chain store competition is to push lines that mean quick turn-over. This is what the chain store people do. It's volume of sales that count with them.

¶ Isn't it better to push advertised package coffees that assure repeat sales and quick turn over in preference to slow moving unknown brands and bulk goods? By featuring established coffee brands you will increase your volume of sales and make more money on your coffee department.

This is the advertisement of the coffee packers whose trade-marked brands are illustrated on this page. These brands are all established successes and they'll help you build a permanent coffee trade.

'Tis Time to Begin with Colonial Inn



DENISON & CO.,
Importers and Roasters
Chicago



EVERYBODY LIKES SUMORE



EVERYBODY WANTS SUMORE



Write for Premium Catalogue



Eureka Coffee Co., Buffalo, N. Y.



EDW. D. DEPEW & CO.
NEW YORK CITY



THE TEMPLE GARDEN CO.,
NEW YORK—U. S. A.—BOSTON

Old Master Coffee

"The Autocrat of the Breakfast Table."

Goes Farthest, Tastes Best.
Cheapest in the End.

THE BOUR CO.
Toledo and Kansas City



JABURG BROS.
NEW YORK



"The Ferris Monthly Chat"

With 30,000 Grocers
on the Atlantic Slope

F. A. Ferris & Company,

262, 264, 266, 268, 270 & 272 Mott Street,

New York,

June 15, 1916.

THAT IRRESISTIBLE FLAVOR

A BRIGHT HOUSEKEEPER said to us "The Ferris Brand? Why that's the kind my mother used to buy when I was a little girl." "Certainly. We have been at it for half a century." Crowding up past the most advanced line all the while.

We have the Experience, the Facilities and the Undying Determination to get there every day; so we "deliver the goods."

(THREE PAGES—PAGE ONE)

When Writing Advertisers, Kindly Mention THE TEA AND COFFEE TRADE JOURNAL

THESE ARE OUR ARTICLES OF FAITH

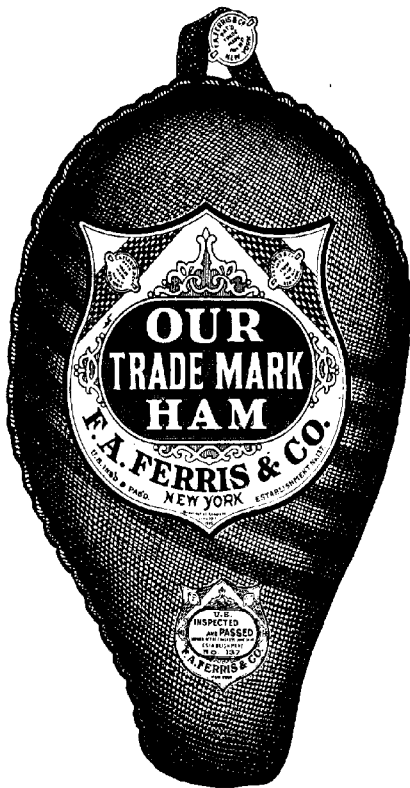
1. **QUALITY — UNIFORM and SUPERB.** No Hams or Bacon Cured by other people ever go out under the Ferris Brand.

2. **NO PRICE CUTTING.** The Same Printed Quotations for *Every Merchant.* A Packer on 'Change said "My salesman tells me one of his customers in B says you sold him at a cent per pound less than your printed prices." We replied, "Ask him to show your salesman his bill. If he refuses we will furnish a duplicate and attach a clean One Hundred Dollar Government Bank Note for every 'cut' in the Ferris Printed Price you can find." But we have still all our new One Hundred Dollar Bills.

3. We are **LOYAL** to our **GROCER FRIENDS.** We will not allow their throats to be cut by Pirate Traders. The Law permits us to choose our customers and we will not sell our Goods to men who hurt us and our loyal friends.

4. "**CHEAP**" has lost its runaway charm. "**QUALITY**" comes to the front again to win and keep the Trade worth your having. That is a worth while Grocer's Trade.

(THREE PAGES—PAGE TWO)



5. Take a Shipment weekly fresh from our Smoke Houses. A special line like the Ferris is worth the personal attention and interest of "The Boss." That winsome smile of yours when a Customer sees a displayed Ferris Burlapped Ham or Fitch of Boneless Breakfast Bacon, as she enters your store, with your greeting, "Good Morning, Madam. I


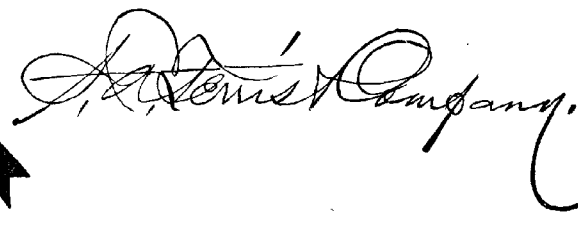


see you are looking at those Ferris Samples. May we book an order to-day, for delivery at your convenience?" Out they go, and you wire for more. Surprising how hard it is to fill the Public Appetite with Ferris Irresistible Flavor when the people know those luxuries are on your bill of fare for them.

6. Orders received by one o'clock can be shipped the same afternoon.

7. IS NOT THIS THE WAY BACK TO GOOD TIMES AGAIN?

Very sincerely your friends,

Nos. 262-264-266-268-270-272 Mott Street,
New York City.

(THREE PAGES - PAGE THREE)

When Writing Advertisers, Kindly Mention THE TEA AND COFFEE TRADE JOURNAL

IRISH TEA BUILDS TRADE



Because
IT'S A REPEATER

IT WILL BRING YOU NEW
BUSINESS AND HOLD IT

LAPPIN TEA COMPANY
190 Duane Street NEW YORK

Sunshine Biscuits

include every
Known variety
of Biscuits

Protect Your Trade Marks and

Your Trade Marks
will
Protect You.

For all information and services relating
to Trade Marks, Write
TRADE MARK TITLE CO.
Ft. Wayne, Ind.

FOR MIXING WITH COFFEE

"Hillis Perfect Coffee Specialty"

Is by Far the Best

A mixture of 20 to 50%
or more of the H. P. C. S.
with coffee will make a
blend that will assure a
steady, repeat, satisfactory
and profitable business.

Write for samples, or
send your order for a trial
barrel or bag, to be ship-
ped on approval.

HILLIS CEREAL MFG. CO.

Rodney and Ainslie Sts.
BROOKLYN NEW YORK

\$ \$ \$

FOR THE WAGON and STORE TEA and COFFEE MAN

Your customers all use Toilet Prepara-
tions, Flavoring Extracts, Etc.—they buy
from the corner druggist and grocery-
man. You have your trades confidence
and entre to the homes—get this busi-
ness. A sale under your label backed up by
convincing quality means repeat
sales.

G. H. LOWELL CO., Inc.
MANUFACTURERS

FLAVORING EXTRACTS, TOILET
REQUISITES ETC.
UNDER BUYERS LABEL

64 Reade Street New York
READE DEPT.

COFFEE AND SUGAR STATISTICS

Compiled by "The Tea and Coffee Trade Journal" from figures received by the Coffee Exchange of the City of New York

WORLD'S VISIBLE COFFEE SUPPLY JULY 1, 1916.

	Bags.
London	550,400
Southampton	15,946
Hamburg	
Bremen	
Trieste	
Antwerp	290,000
Netherlands	90,000
Copenhagen	2,357,000
Havre	87,000
Bordeaux	236,364
Marseilles	

Total Europe (all kinds) 3,545,719

Rio	169,000
Santos	811,000
Bohio	29,000
United States (Brazil)	1,236,283
United States other kinds	785,372
	6,576,374

AFLOATS.

Afloat for U. S. from Brazil	92,000
Afloat for U. S. from Europe	
Afloat for U. S. from Java and East	
Afloat for Europe from Java and East	*187,000
Afloat for Europe and North Africa from Brazil	493,000
Afloat for Europe from U. S.	
Total	7,328,374
Against June 1	7,855,137
Against July 1, 1915	7,523,293
*Estimated.	

ARRIVALS OF COFFEE IN THE UNITED STATES

Months	Brazil	All kinds	All kinds
July	209,482	397,739	551,211
August	317,501	439,271	380,812
September	618,007	751,210	459,411
October	926,622	1,088,462	760,544
November	874,251	980,921	770,797
December	923,399	1,041,082	676,394
January	625,808	796,332	717,835
February	320,830	606,274	915,694
March	330,752	603,341	735,072
April	590,926	928,884	1,079,182
May	467,339	742,783	589,161
June	415,964	661,695	537,917
Totals	6,620,881	9,037,924	8,174,139

DELIVERIES OF COFFEE IN THE UNITED STATES

Months	Brazil	All kinds	All kinds
July	136,307	616,677	519,463
August	355,816	495,409	712,875
September	565,153	739,970	428,637
October	697,135	890,360	652,973
November	828,827	992,125	722,652
December	666,083	817,534	712,233
January	558,020	709,426	737,905
February	553,948	757,442	678,511
March	484,808	701,942	698,745
April	490,785	650,383	871,937
May	497,580	716,637	731,678
June	533,955	749,535	543,371
Totals	6,659,429	8,834,463	8,010,470

RANGE OF PRICES FOR JUNE ON RIO NO. 7, SPOT

June 1	9 1/4 @	June 16	9 1/2 @
June 2	9 1/4 @	June 17	9 1/4 @
June 3	9 1/4 @	June 19	9 1/4 @
June 5	9 1/4 @	June 20	9 1/4 @
June 6	9 1/4 @	June 21	9 1/4 @
June 7	9 1/4 @	June 22	9 1/4 @
June 8	9 1/4 @	June 23	9 1/4 @
June 9	9 1/4 @	June 24	9 1/4 @
June 10	9 1/4 @	June 26	9 1/4 @
June 12	9 1/4 @	June 27	9 1/4 @
June 13	9 1/4 @	June 28	9 @
June 14	9 1/4 @	June 29	9 @
June 15	9 1/4 @	June 30	9 @

SUGAR STATISTICS

FUTURE DELIVERIES OF RAW SUGAR.

Months	Opening Call	Prices for Rings and Margins	Closing Prices
		11.30 A. M.	1.00 P. M.
		2.45 P. M.	July 10
January	4.87	4.90	4.88 4.88 a 4.90
February	4.59	4.59	4.60 a 4.62
March	4.62	4.62	4.63 a 4.65
April	4.65	4.65	4.66 a 4.68
May	4.68	4.80	4.68 4.68 a 4.71
June	4.71	4.71	4.72 a 4.74
July	5.37	5.38	5.38 a 5.40
August	5.44	5.45	5.45 a 5.47
September	5.50	5.51	5.50 5.52 5.52 a 5.53
October	5.45	5.46	5.46 5.47 5.47 a 5.49
November	5.35	5.37	5.36 5.37 5.36 a 5.38
December	5.17	5.18	5.17 5.17 5.17 a 5.19

SALES OF SUGAR DURING JUNE

Months	No. Tons	Highest	Lowest
January	3,950	4.90	4.62
February	1,000	4.60	4.43
March	4,600	4.65	4.50
April			
May	300	5.26	5.25
June	64,700	5.54	5.25
July	81,000	5.56	5.31
August	100,050	5.61	5.29
September	8,400	5.53	5.23
October	1,000	5.43	5.20
November	44,390	5.26	4.91
December			
Total	236,400		

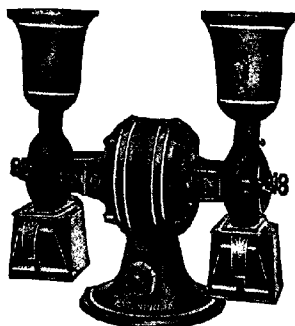
TOTAL TRANSACTIONS IN THE PRESENT TRADING MONTHS. WITH THE HIGH AND LOW PRICE. COMPLETE TO JULY 1, 1916.

Months	No. of Tons	Highest	Lowest
January	9,800	4.90	4.35
February	6,600	4.60	4.20
March	7,950	4.65	4.33
April			
May	15,350	5.70	3.10
June	361,200	5.74	3.01
July	29,100	5.75	3.61
August	377,200	5.78	3.22
September	32,800	5.69	3.60
October	7,150	5.50	4.14
November	142,200	5.26	3.60
December			
Total	939,350		

When Writing Advertisers, Kindly Mention THE TEA AND COFFEE TRADE JOURNAL

Coffee Ground With Exactness

That's the way it comes through "Enterprise" Mills—every particle uniform, granulated or pulverized to the **exact** size your customers want. "Enterprise" Mills **never** crack and crush the coffee into pieces of various shapes and sizes.



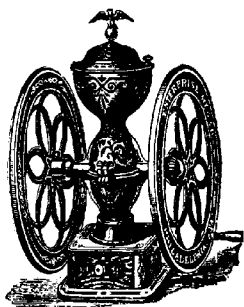
No. 0862 1/2. Grinding and Pulverizing Mill.
Fitted with 1/2 and 1/4 h.p. For direct or alternating current.
Grinders connected direct with shaft of motor thus eliminating gears.

"ENTERPRISE" Hand and Power Coffee Mills

Grinders are made of specially hardened metal and may be quickly adjusted to a wide variety of grinds. The use of highest grade materials and expert, scientific construction throughout are responsible for the many superior "Enterprise" features. Standardization of all parts allows quick duplication in case of accident. You can remove interior parts, clean and replace in a few minutes.

"Enterprise" Mills are handsome in design and finish and are an addition to the appearance of any store.

Send for catalogues.



No. 9. Grinding and Pulverizing Mill.
Seventy-five turns by hand will grind a pound of coffee as fine as required.
Height, 24 inches. Weight, 107 lbs.

ENTERPRISE Mfg. Co. of Pa.
Patented Specialties
PHILADELPHIA, U. S. A.

29 Murray Street
New York

530 Golden Gate Ave.
San Francisco, Cal.

PRICES CURRENT

Wholesale and Retail

as of July 5, 1916

Prices to Wholesalers

GREEN COFFEE

(250 Bags or Over)

Brazil Grades. Line or Grade Price. Cup Selected Price.

Santos 7s.	9½	9¾
" 6s.	9½	9¾
" 5s.	9½	10¼
" 4s.	10¼	10½
" 3s.	10¼	11
" 2s.	11	11¼
Rio 7s.	9½	
" 6s.	9½	
" 5s.	9½	
" 4s.	10	(No Rio Cup
" 3s.	10¼	Selections.
" 2s.	10¼	

GREEN COFFEE, MILD GRADES—LINE OR GRADE PRICES—

(250 Bags or Over)

Maracaibo—	Central America—
Truxillo..... 10¾ @	Costa Rica—
Bocano..... 11¼ @ 11¼	Common..... 8½ @ 9½
Tovar..... 11¼ @ 11¼	Fair to good..... 12 @ 13
Merida..... 11½ @ 12	Prime to choice..... 13½ @ 14½
do washed..... 12½ @ 13½	San Salvador..... 10½ @ 11
Cucuta—	do washed..... 12 @ 13
Ordinary..... 11½ @ 11½	Nicaragua..... 10¼ @ 10¾
Fair to good..... 12½ @ 14	do washed..... 11½ @ 12½
Prime to choice..... 12 @ 12½	Guatemala Coban
do washed..... 12 @ 14½	Common..... 8½ @ 9½
La Guayra—	Fair to good..... 12 @ 13
Caracas..... 10½ @ 10½	Prime to choice..... 13½ @ 14½
do washed..... 11¼ @ 13¼	do unwashed..... 10 @ 11
Porto Cabello..... 10 @ 10½	Puerto Rico—
do washed..... 11½ @ 12½	Unwashed..... 10½ @ 11½
Columbian—	Washed..... 12 @ 14
Oraca..... 10¾ @ 11¼	Unwashed..... 9½ @ 10½
Bucaramanga..... 11¼ @ 11	Washed..... 11 @ 12½
do washed..... 12 @ 13¼	Jamaica—
Tadina..... 13¼ @ 14¼	Ordinary..... 9½ @ 9½
Bogotas Washed..... 11 @ 14½	C'd ordinary..... 10 @ 10½
Medellin..... 11 @ 15¼	Washed..... 10½ @ 11½
Manizales..... 11 @ 15	East India—
Cauca..... 11½ @ 13	Padang Int..... 26 @ 26½
Mexican—	Corinche..... 24 @ 26
Corridora..... 10¼ @ 10¼	Kroe..... 23½ @ 25
do washed..... 12 @ 13½	Timor..... 22½ @ 23
Coatepec..... 10½ @ 11¼	Private Estate..... 25½ @ 26½
do washed..... 12 @ 15	Fances..... 26½ @ 29
Oaxaca..... 10¼ @ 11¼	Abyssinian..... 19 @ 14½
do washed..... 12 @ 14	Mocha..... 20 @ 20½
	Liberian—
	Strails..... @
	Surinam..... @
	Pamanookin..... @

† Nominal because of small arrivals.

‡ Common to fancy.

TEAS.

CHINA AND JAPAN—LINE PRICES.

(75 or More Packages of One Number)

Foochow—	Formosa—Cont.
Common..... 16 @ 16½	Fancy..... 74 @ 1.20
Fair..... 17½ @ 18½	
Good..... 19½ @ 20	
Superior..... 20 @ 20½	
Fine..... 20½ @ 21	
Formosa—	
Fair..... 17 @ 17½	
Good..... 18 @ 18½	
Superior..... 20 @ 22½	
Fine..... 23 @ 25	
Finest..... 29 @ 34	
Choice..... 34 @ 39	
Choicest..... 49 @ 64	

Young Hyson—Cont.

Firsts..... 25 @ 30	
Seconds..... 19 @ 20	
Thirds..... 18 @ 19	

Hyson—	
Seconds..... 17 @ 18	
Thirds..... 15 @ 16	

PINGSUEY

Gunpowder—	
Extra Firsts..... 28 @ 33	
Firsts..... 21 @ 23	
Thirds..... 14½ @ 15	

INDIA AND CEYLON—LINE PRICES.

Pekoe Souchong..... 24 @ 25	
Pekoe..... 25 @ 26	
Orange Pekoe..... 28 @ 30	
Ceylon—	
Pekoe Souchong..... 24 @ 25	
Pekoe..... 25 @ 26	

Imperial—

Firsts..... 24 @ 26	
Seconds..... 21 @ 22	
Thirds..... 15 @ 16	

Japan—

Basket fired..... 19 @ 40	
Pan fired..... 16 @ 35	

Congou—

Common..... 18 @ 18½	
Good..... 19 @ 20	
Superior..... 27 @ 30	
Fine to finest..... 35 @ 37	
Choice to choicest..... 45 @ 60	

CEYLON—Cont.

Orange Pekoe..... 28 @ 30	
B. O. Pekoe..... 28 @ 40	
Darjeeling—	
Fancy Orange..... 50 @ 1.00	

SPICES—FIRST HAND PRICES.

Pepper—	Cassia—
Singapore..... 17¼ @ 17½	Saigon, rolls..... 50 @ 51
Acheen A..... 17¼ @ 17½	China, rolls..... 14 @ 15
Acheen B..... @	do seal, bk..... 11 @ 11½
Acheen C..... @	Kwangsi..... 14 @ 15
Lampong..... 16½ @ 16½	Batavia, Ext..... 22 @ 22½
White—	do short stick..... 19 @ 19½
Singapore..... 21¼ @ 22	Cinnamon—
Penang..... 20½ @ 21	Ceylon..... @
Siam..... 21¼ @ 22	
Heavy—	Ginger—
Aleppy..... 18¼ @ 18½	Japan..... 8 @ 8½
Tellicherry..... 18¼ @ 18½	Cochin—ABC..... 11 @ 11½
Cloves—	do D..... 11 @ 11½
Zanzibar..... 16½ @ 16½	Lemon..... 11½ @ 12
Amboyna..... 25½ @ 26	African..... 9 @ 9½
Penang..... 34 @ 35	Jamaica, g's..... 14½ @ 17
Pimento..... 4½ @ 5	Nutmegs—
Red Peppers.....	75s to 90s..... 29 @ 30
Mombassa..... 3 @ 35	105s to 110s..... 21 @ 22
Japan..... 26 @ 27	Mace..... 58 @ 62

CHICORY—FIRST HAND PRICES.

Domestic, granulated, coarse or medium, in bags..... 7½ @ 7½	
In barrels..... 7½ @ 8	
Best English, in barrels..... @	
Imported yellow paper (65 and 130-lb. cases)..... @ 6½	
Imported red paper (5½, 2½ and 1-lb.)..... @	
Domestic yellow roll..... 5 @ 5½	

COCOA—FIRST-HAND PRICES.

Accra..... 12½ @ 14	Grenada..... 14 @ 14½
African..... 14½ @ 14½	Hayti..... 11½ @ 12
Bahia..... 14½ @ 15	Jamaica..... 12 @ 13
Caracas..... 14½ @ 15½	Maracaibo..... 19 @ 20
Guayaquil—	Para..... 14½ @ 14½
Arriba..... 17 @ 17½	Sanchez..... 12½ @ 13½
Marchala..... 16 @ 16½	St. Vincent..... @
Caragues..... 16 @ 16½	Savanna..... @
Cuban..... 14 @ 14½	Surinam..... 15 @ 15½
Dominica..... 12½ @ 13½	Trinidad..... 14 @ 14½

Prices to Retailers

COFFEE

(BAG LOTS—130 POUNDS.)

Kind of Coffee.	Green	Roasted.
	From	To
Santos.....	10 14½	12½ 18
" Peaberry.....	11 14	13½ 17½
Rio.....	10 12½	12½ 15½
Maracaibo.....	12 13	16 22
Caracas.....	14½ 17	18½ 21
Bucaramanga.....	13 18	16 22
Bogotas.....	14½ 19	18 23½
Mexican.....	14 19	17½ 23½
Costa Rica.....	13½ 17	17 21
Guatemala.....	11½ 13½	16 21½
Jamaica.....	11½ 13½	14½ 16½
Padang.....	26 33	26½ 40½
Mocha.....	21 27	25½ 36½
Abyssinian.....	20 24	24½ 34½
Java.....	27 32	32½ 38½
Porto Rico.....	15 18½	18½ 23½

TEAS.

(SINGLE PACKAGE LOTS.)

	From	To
Formosa.....	22	45
Foochow.....	20	21
Congou.....	23	40
Japan P. F.....	24	45
" B. F.....	25	45
India.....	28	40
Ceylon.....	29	50
Gunpowder.....	14	40
Young Hyson.....	20	40

TEA AND COFFEE POST CARDS

New Edition—Just off the Press

Two Series of Beautiful
Three - Color Pictures

SHOWING

Set No. 1—Tea Culture and Manufacture Around the World.

Set No. 2—Coffee Culture and Preparation Around the World.

Scenes in every tea and coffee country; many reproduced from original photographs taken by the Editor. With descriptive text written by WILLIAM H. UKERS, Editor of THE TEA AND COFFEE TRADE JOURNAL.

25 Colored Cards in Each Set

25 Tea Cards in Set No. 1 25 Coffee Cards in Set No. 2

No printing on the picture side, but ample space reserved for advertising under the descriptive text on the cards and on the cartons. Each set is packed in a neat mailing carton.



A TAMIL TEA PLUCKER—CEYLON
Card No. 3 in the Series "Tea Culture Around the World"

AN EDUCATIONAL PREMIUM

These cards can be used as an

Advertising Novelty

or as a **PREMIUM** with, or without coupons.

Parents and teachers will approve and encourage the children to collect them as they tell the **Complete Tea and Coffee Story**.

Quantity Price List on Request
NO FREE SAMPLES

Sample Sets, 25 Cents Each
Order by number



COFFEE IN JAVA

Card No. 11 in the Series "Coffee Culture Around the World"

THE AJAX PUBLISHING CO., 85 Wall St., New York

Want Advertisements

Subscribers are entitled to one free insertion in this department during the year.

Classified want advertisements under regular heading \$2 for twenty-five words or less. Additional words four cents each. Payable cash with order.

Help Wanted

WANTED—Coffee and Tea Buyer, a thoroughly experienced man who can take charge of a new coffee-roasting and tea department in a growing concern. In answering this advertisement, state past experience in detail, age and salary expected. The man who secures this position must be able to show a good, clean past record. Applications from young men who have acted as assistant to a buyer will be considered if they understand buying and blending. All applications will be treated as strictly confidential. Address Box 358, care of THE TEA AND COFFEE TRADE JOURNAL.

WANTED—A partner with about \$700 to invest in coffee-roasting and tea business. Have best equipment. Must be a good worker, straight and reliable. Opportunity for a good deal. Address, John Walsh, 1908 Seventh St., Seattle, Wash.

AGENTS WANTED

THE BOND SCALE CO.—Los Angeles, Calif., manufacturers of high grade **AUTOMATIC WEIGHING & PACKAGING EQUIPMENT** for Coffee, Rice, Sugar, Teas, Powders, etc., desire reliable salesmen to represent them. A responsible, energetic, high grade Specialty salesman with sufficient mechanical knowledge to superintend installations is wanted. State locality desired. Our Weighers extensively used past 10 years and recognized as Standard by U. S. Government and Packers generally. Right man can make good money as sales run large, commissions liberal, demand extensive.

Situations Wanted

WANTED—Experienced executive, buyer and salesman of teas, desires to locate with enterprising concern. Age 35. Address, Conscientious, Box 360, care of THE TEA AND COFFEE TRADE JOURNAL.

WANTED—Merchandise broker, located at York, Pa., can handle a few more accounts for York and Adam Counties, Pa. Any line. A-1 references; nine years' acquaintance among the grocery trade. Address G. R. Russard, 319 East King Street, York, Pa.

Miscellaneous

FOR SALE—One-bag Frasier roaster, in good condition. For particulars address George E. Howard & Co., Newburgh, N. Y.

FOR SALE—Controlling or entire interest in wholesale coffee roaster business for sale. Only roaster in territory with an established line of packages and brands. Located in best city in Texas, with a large and fast developing territory. Present interests wish to retire, but manager will assist actively for one year if desired. Splendid opportunity to secure an established and profitable business in great and growing Southwest. Address Box 356, care of THE TEA AND COFFEE TRADE JOURNAL.

FOR SALE—SNAP

Own controlling interest in big paying **Wholesale Grocery**. Besides paying dividends has added 100% surplus in past five years. A big opportunity. \$40,000 or \$50,000 would swing deal. Doing a volume of \$750,000.00 business a year. Other business taking my time.—Address XYZ, care of The Tea and Coffee Trade Journal.

HOTEL CUMBERLAND

NEW YORK, Broadway at 54th Street



Broadway cars
from Grand
Central Depot

7th Avenue Cars
from Penn'a
Station

New and
Fireproof

Strictly First-Class
Rates Reasonable

Rooms with Adjoining Bath
\$1.50 up

Rooms with Private Bath
\$2.00 up

Suites \$4.00 up

10 Minutes Walk to 40 Theatres

Send for Booklet

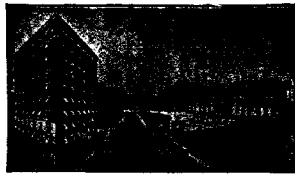
HARRY P. STIMSON

Formerly with Hotel Imperial

Only New York Hotel Window-Screened Throughout

Commonwealth Hotel

INC.



Opposite State House

BOSTON, MASS.

Offers rooms with hot and cold water for \$1 per day, which includes free use of public shower baths.

Nothing to Equal This in New England

Rooms with private baths for \$1.50 per day. Suites of two rooms and bath for \$4.00 per day

ABSOLUTELY FIREPROOF

Temperance Hotel

Send for Booklet

Storer F. Crafts, Gen. Mgr.

PREMIUMS AND NOVELTIES

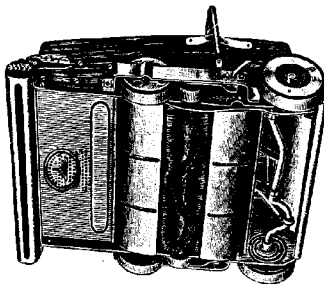
NEW PREMIUM SPECIALTIES

Some of the Latest Productions of the Premium Supply Houses

FEW things are being brought forward every day as premiums which are particularly suitable for use in the tea and coffee trade. Under this heading will appear the more notable productions of the month.

COMBINATION VACUUM SWEEPERS

The Model "T" combination vacuum sweeper, made by The Hugro Manufacturing Company, 227 South LaSalle street, Chicago, is being used with success by some of the largest advance premium users in this country. A large tea and coffee house tried out this vacuum sweeper and was astonished at the success its solicitors had in



A COMBINATION VACUUM SWEEPER

securing new customers. According to the manufacturers, some of these solicitors took as many as twenty-five orders in one day. The largest installment houses in the country, the manufacturers report, are putting out thousands of these sweepers daily on a small payment down and a small payment monthly, and a better offer seldom presents itself to large and small premium users in general. This combination vacuum sweeper is said to be built scientifically and to give complete satisfaction.

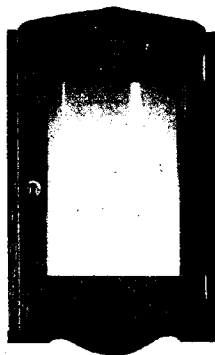
The steel construction in the Hugro cleaner eliminates any possibility of warping or cracking: and the low, racy lines, with the easily accessible

nozzle and the patented features, provide an assurance of quality and reliability.

WOODEN NOVELTIES FOR PREMIUMS

The medicine cabinet shown herewith is an item of practical utility in the home. It is one of a variety of medicine cabinet designs manufactured by the Courvey-Davis Manufacturing

Company, Shelbyville, Ind. This is the kind of household article that most housewives are reluctant to buy for cash, but are glad to secure as a premium. The cabinet illustrated can be had in plain or golden oak, or white enamel.



A PREMIUM MEDICINE CABINET

The manufacturers of these cabinets turn out an extensive line of wooden household novelties such

as costumers, medicine cabinets, smoker-stands, umbrella stands, plate racks, etc. No premium catalogue is considered complete without showing items of this nature, and it should profit tea and coffee packers to investigate this line.

PERFECT PREMIUMS

THE STAR
75 FEET LINE

for Outdoors

CLOTHES LINE REELS

STRONG, DURABLE.
ATTRACTIVE

A Convenience for every housewife who will never be without it once she uses it.

THE HANDY
30 FEET LINE

Hang any where

Made from the best of materials
Positively gives perfect satisfaction

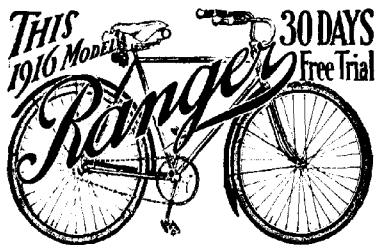
Extremely Low Prices.

Big Stock. Prompt Deliveries. Write today.

FEENEY MFG. CO. 1382 E. Washington St. **MUNCIE, IND.**

SLIDING SCALE PREMIUM OFFER

Grocers now handling "Kar-a-van" coffee and prospective dealers have been offered a special premium inducement for increased coffee sales. The plan is as follows: 250 pounds increase, \$10 premium; 500 pounds, \$20; 1,000 pounds, \$40; 1,500 pounds, \$60; 2,000 pounds, \$80.



EXTRAORDINARY OFFER—30 days (one month's) free trial on this finest of bicycles—the "Ranger." We will ship it to you on approval, freight prepaid, without a cent deposit in advance. This offer is genuine. **WRITE TODAY** for our big catalog showing our full line of bicycles for men and women, boys and girls at prices never before equaled for like quality. It is a cyclopedia of bicycles, sundries and useful bicycle information. **It's free.** **TIRES, COASTER-BRAKE** rear wheels, inner tubes, lamps, cyclometers, equipment and parts for all bicycles at half usual prices. A limited number of second hand bicycles taken in trade by our retail stores will be closed out at once, at \$3 to \$8 each. **RIDER AGENTS** wanted in each town and district to ride and exhibit a sample 1916 model "Ranger" furnished by us. **It Costs You Nothing** to learn what we offer you and how we can do it. You will be astonished and convinced. **Do not buy a bicycle, tires or sundries until you get our catalog and new low prices and marvelous offers. Write today.** **MEAD CYCLE CO., Dept. J.L., CHICAGO, ILL.**

"WHEN IN DOUBT TRY A COFFEE MILL"



A good motto for the premium department. A good family coffee mill helps to make good coffee, and good coffee stimulates the coffee business.

We make 70 styles—every one a stimulant.

ARCADE MANUFACTURING COMPANY
1500 Arcade Avenue
Freeport, - - Illinois



THE NEVER DRIP

Tea and Coffee Strainer, the most Useful and Practical Strainer on the Market.

A Strainer and Dripcup Combined

A Most Attractive Premium

Nickle Finish With Ebonized Handle

THIS STRAINER PREVENTS THE POSSIBILITY OF SOILING THE TABLECLOTH

WRITE FOR QUANTITY PRICE
MADE TO RETAIL FOR 25c.

Send Stamps for Sample

N. BARSTOW CO.
226 Public St., PROVIDENCE, R.I.

AS A BUSINESS MAN—

¶ Would you appreciate a service which is a tremendous stimulant to your other forms of advertising? Which enables you to know just what results your advertising is producing?

¶ Would you be interested in eliminating Charge Accounts and turning over your stock easily with a Bigger Profit?

¶ Would you not be glad to learn how to hold ALL a customer's trade and attract new and desirable business?

¶ Would you care to eliminate "cut-price" competition and give your customers a sound every-day reason for preferring your store?

¶ What do you estimate the value of a service which makes the sale when your competitors offer the same quality of goods at equally attractive prices?

¶ What would it be worth to you to produce, as the *"Sperry"* Service has done in thousands of cases, a 20% increase in Cash Business?

¶ What do "charge accounts" cost an average business?

¶ We will show you just how the *"Sperry"* Service has been carefully and wisely pointed to meet the needs of any legitimate business. We believe we can convince any practical business man or woman that our Service is the soundest, most practical and effective sales promotion and leave no doubt in their minds as to its popularity and power as a result producer.

THE SPERRY & HUTCHINSON CO. THE HAMILTON CORPORATION

2 West 45th St.

Geo. B. Caldwell, President

New York City

When Writing Advertisers, Kindly Mention THE TEA AND COFFEE TRADE JOURNAL

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The Widlar Co.

Cleveland, Ohio

Pure Spices

Scientifically Ground

Established 1855

Never been prosecuted for the violation of any food law—Either State or National.

Isn't that the kind of a firm you want to do business with?

QUALITY — PRICE — SERVICE — PURITY

But not price at the sacrifice of Quality

BAGS

Seals for closing them
Containers
Covered Cartons
Tea and Coffee

ROYAL & CO
NEW YORK, N.Y.

THE PUBLISHER'S PAGE

TALKS WITH SUBSCRIBERS

No. 13—UNFAIR COMPETITION.

The Standards of Practice adopted by the Associated Business Papers and the Associated Advertising Clubs of the World provide that the publisher of a business paper (and this includes trade papers in the grocery field) "should dedicate his best efforts to the cause of Business and Social Service, and to this end should pledge himself TO AVOID UNFAIR COMPETITION."

This means that there shouldn't be one code of conduct for advertisers and merchants and another for publishers. The publisher should show the same nice consideration for his fellow in the trade paper business that he demands of manufacturers and dealers.

Some of the old school trade paper publishers regard all competitors with suspicion. They cultivate aloofness and build around their publications a wall of mystery. They never mix with their fellows and the only hymn they know is one of Hate. Lies and slanders are part of their stock in trade and frequently their readers are wearied with their personal disputes with other publishers, about the merits of which they know little and care less. There are exceptions. Once in a blue moon a publisher of a trade paper may so offend all the canons of good publishing ethics that another publisher, in the line of his duty as a good citizen, is justified in placing the offender under arrest or at least putting him on a pilory so that the trade he claims to serve may know him for what he is. Generally speaking, however, these are rare cases and the police power of the trade paper might better be exercised in the trade itself.

The question for you, as a reader of trade papers, to consider, is this: "Is this paper a safe mentor and guide and is it worth the price asked for it?" Don't be carried away with extravagant claims and printer's ink bombast. Analyze for yourself. A subscriber to this paper informed me recently that he lost all interest in a certain paper when he learned that its publisher was notorious as a circulation builder because of the clever tricks he was able to put over on possible subscribers.

A reader reported to us that he formerly subscribed to another grocery paper besides this one, but when he learned that, while advertising a subscription price of \$2.00 (and getting it from the confiding ones) the publisher was selling it for \$1.00 where he couldn't get \$2.00, he decided to confine his trade paper purchases to the "one price only" class of media.

Of course that wasn't fair competition on subscriptions and the subscriber did wisely to change his allegiance. Equally reprehensible is the practice, still followed by some publishers, of playing favorites among advertisers; having no fixed rate for advertising space. This is unfair to the publisher who maintains his card rate, to the advertisers who pay without quibble, and to the reader, who is misled into thinking all the advertising appeals are made on the same basis of charge.

THE TEA AND COFFEE TRADE JOURNAL, as a member of the Associated Business Papers and the Associated Advertising Clubs of the World, stands committed to all the Standards of Practice for business papers. We believe the time is coming when no trade paper publisher will be tolerated in the trade press associations if he flagrantly violates this Code of Ethics for business papers. Competition will be clean and business will be on the basis of SERVICE.

Manufacturers and dealers can best serve the cause of truth in advertising by demanding that their trade papers measure up to the Standards of Practice for Business Papers.



M. H. Kersy
President.

THE TEA AND COFFEE TRADE JOURNAL CO.

When Writing Advertisers, Kindly Mention THE TEA AND COFFEE TRADE JOURNAL

THE TEA AND COFFEE TRADE JOURNAL

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THE TEA AND COFFEE TRADE JOURNAL, published at 79 Wall Street, New York. Terms of subscription \$2.00 per year postage prepaid, in the United States and Possessions; \$2.25 per year in Canada; \$2.50 in all foreign countries. Single copies 25 cents. Remit by money order or draft. Entered at the New York Post Office as second class matter. Copyright 1916 by THE TEA AND COFFEE TRADE JOURNAL COMPANY.

WHEN YOU MAKE PEANUT BUTTER

Make it the LAMBERT Way

Established in 1896, we are THE PIONEER MANUFACTURERS of PEANUT BUTTER MACHINERY. We manufacture complete equipments consisting of such principal machines as Peanut Butter Mills, Peanut Pickers, Peanut Blanchers, Peanut Roasters and Stoning outfits. Auxiliary machinery includes Elevators, Storage Bins, Feed Hoppers, Conveyors, etc.

Whether you go into business on a large scale or in a small way

we can help you and can save money for you. There is nothing made in the line of PEANUT BUTTER MACHINERY that we do not manufacture, and our machines contain every improvement necessary for highest quality and economy.

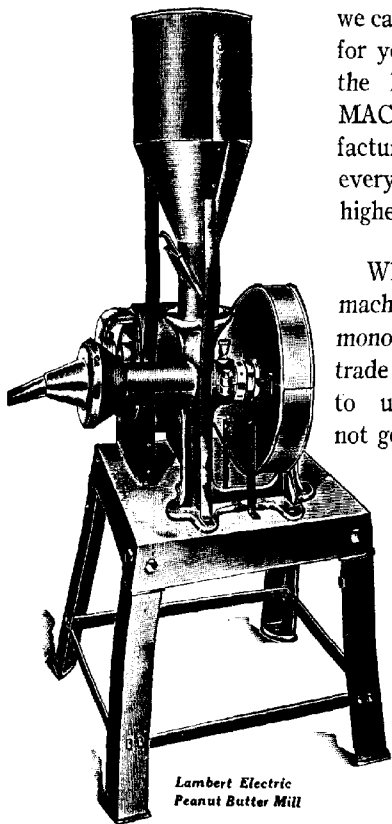
When you are in the market for machinery that will enable you to monopolize the PEANUT BUTTER trade in your community, write to us. In the meantime why not get our catalogue? It is full of progressive ideas and we will send it for the asking.

Plans designed according to requirements or specifications, and estimates furnished.

LAMBERT MACHINE CO.

MARSHALL, MICHIGAN

Pioneers in Peanut Butter Machinery

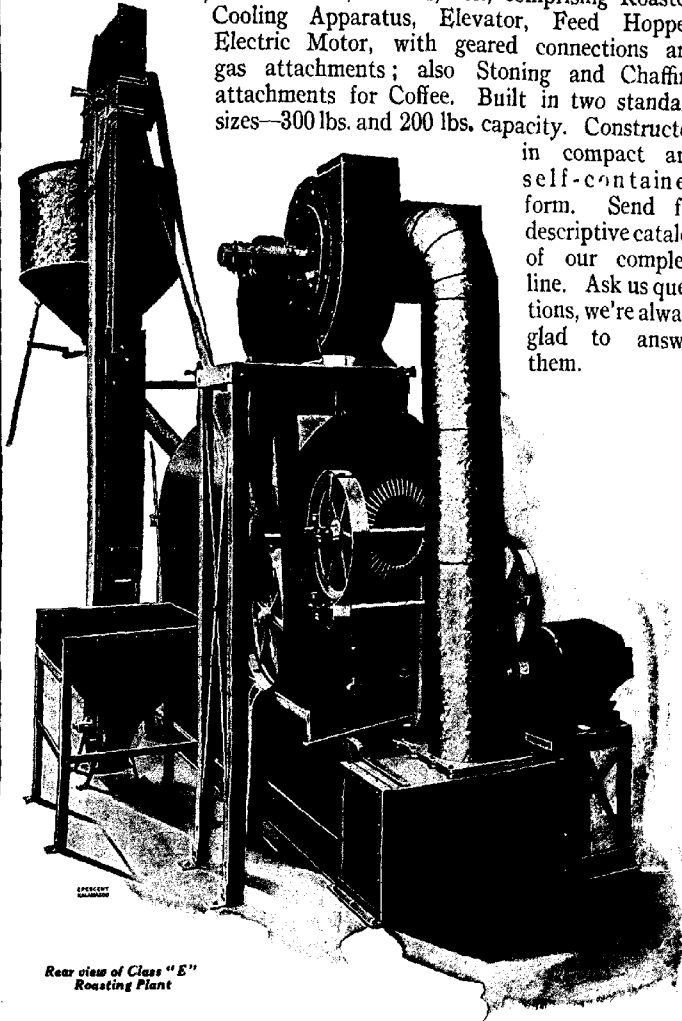


*Lambert Electric
Peanut Butter Mill*

Roasters Everywhere Should Know The LAMBERT Electric Roasting Outfit

for Coffee, Peanuts, Cocoa Beans, Cereals, etc., comprising Roaster, Cooling Apparatus, Elevator, Feed Hopper, Electric Motor, with geared connections and gas attachments; also Stoning and Chaffing attachments for Coffee. Built in two standard sizes—300 lbs. and 200 lbs. capacity. Constructed

in compact and self-contained form. Send for descriptive catalog of our complete line. Ask us questions, we're always glad to answer them.



*Rear view of Class "E"
Roasting Plant*

Plans for larger Coffee Roasting Plants prepared and submitted on application.

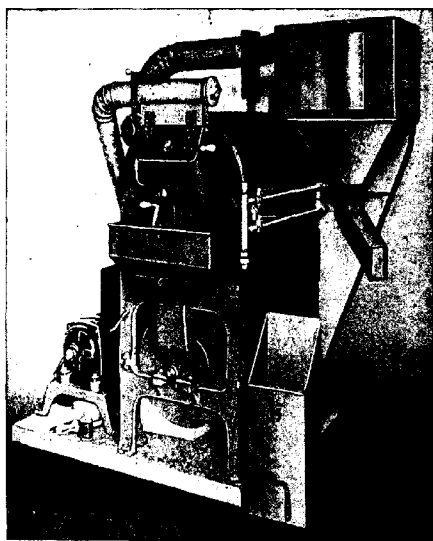
LAMBERT MACHINE COMPANY

Marshall, Mich.

When Writing Advertisers, Kindly Mention THE TEA AND COFFEE TRADE JOURNAL

This Half-Bag Roasting Outfit

is amazingly compact and complete. It can be operated conveniently in even a small shop, and permits the perfect roasting, cooling and stoning of any quantity of coffee up to 70 pounds with all the efficiency of a modern factory plant.



THE BURNS NO. 7 ROASTING OUTFIT TYPE 1, (GAS FUEL)

Here are some recent opinions about our No. 7 machine:

BROWNWOOD COFFEE CO., Brownwood, Texas, write us June 27, 1916:

"The No. 7 we got from you is giving entire satisfaction."

FRED ERNST & SON, 792 Westchester Ave., New York, write us March 14, 1916:

"Would say the roaster is working fine."

CHARLES H. ROHRS, JR., 289 First Ave., New York, writes us July 7, 1916:

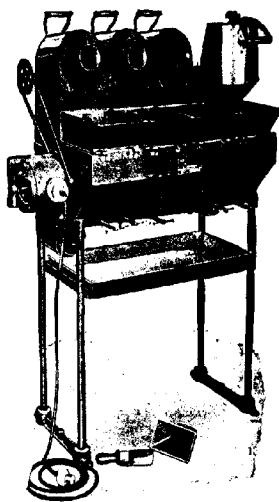
"I am more than satisfied with my roaster and will highly recommend it to anyone wanting one."

J&S JABEZ BURNS & SONS
600 W. 43RD ST., NEW YORK **J&S**

When Writing Advertisers, Kindly Mention THE TEA AND COFFEE TRADE JOURNAL

If You Ever Wondered—

*Guess-work
or Certainly*



The Burns No. 14 Sample Roasting Outfit

Has four tilting cylinders, open-perforated, gas heated; four cooler trays, with gridiron-gate connection to suction chamber; and electric motor, on the shaft of which the enclosed cooler fan is mounted. Other sizes have from one to six cylinders.

If You Have Ever Wondered

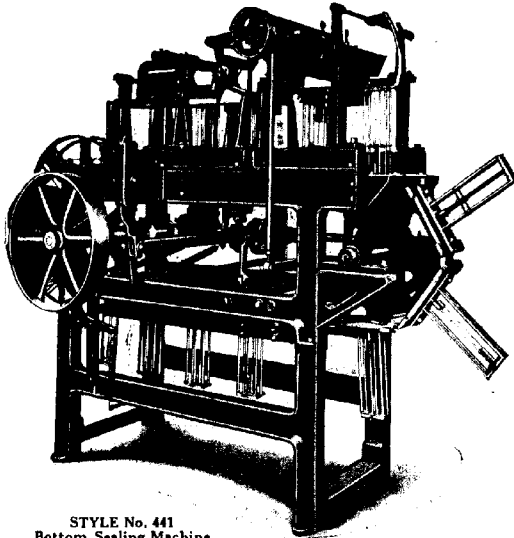
whether you ought to use a roaster for testing samples of coffee, it is pretty sure that your not having such a machine has made you miss profits on many a deal.

You can't learn too much about your raw goods. Any profit depends on knowing something. Why not know all that other parties in the transaction can possibly have learned?

Once equipped with proper apparatus for your own coffee testing, you would wonder how you ever tried to stay in business without it.

J&S JABEZ BURNS & SONS J&S
600 W. 43RD ST., NEW YORK

Get a
Copy
of



Our
Sealing
Booklet

STYLE No. 441
Bottom Sealing Machine

SPEED! This machine guaranteed to operate at **35 CARTONS PER MINUTE** and do absolutely first-class work, alone or in combination with weighing machine and top sealer. **EFFICIENCY**

No air lines, steam pipes or electrical current used in sealing **ECONOMY**
to be a constant annoyance. Only one operator required with complete outfit, and
no delicate, rapidly moving parts to wear out quickly **DURABILITY**

YOU WANT SPEED? YOU WANT A RELIABLE MACHINE?

THE
"AUTOMATIC"
Proven **BEST** by TEST

YOU WANT A REASONABLE PRICED MACHINE?

AUTOMATIC WEIGHING MACHINE COMPANY

Main Office and Factory:

134-140 Commerce St.

NEWARK, N. J.

AGENCIES

PITTSBURGH, PA.
ST. LOUIS, MO.
SAN FRANCISCO, CAL.

AGENCIES

CLEVELAND, OHIO
CHICAGO, ILL.
OMAHA, NEB.

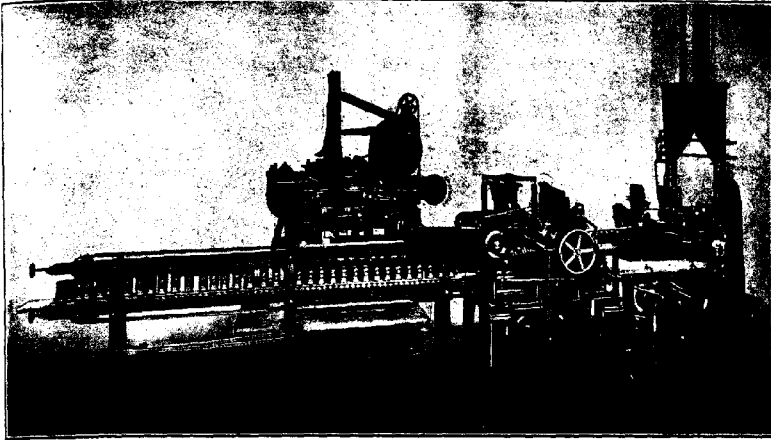


It pays to invest

in a machine. **TRY IT!**

Don't do to-day's work with yesterday's methods

When Writing Advertisers, Kindly Mention THE TEA AND COFFEE TRADE JOURNAL



Bottom Sealing Machine, Lining Machine, Coupon Device, Filling and Weighing Machine, Top Sealing Machine

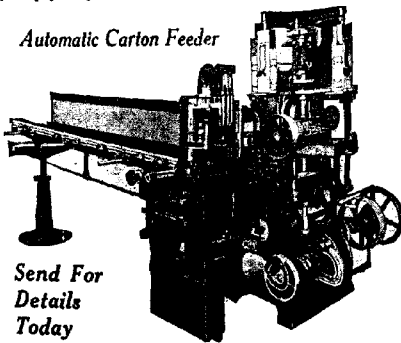
Pneumatic Packaging Machinery

The Machines That Do It All Step By Step

Bottom Sealing Machine seals bottom of carton, then Dating Device dates it, then Lining Machine inserts lining, then Coupon Device drops advertising matter into carton, then Filling and Weighing Machine fills and weighs it, then Top Sealer seals top of carton and from this point it travels to the end of the dryer belt, where the packer places the tightly sealed packages into shipping cases.

18,000 accurately weighed packages per day with one operator. Our latest machine the PNEUMATIC AUTOMATIC CARTON FEEDER makes Pneumatic Equipment entirely automatic, enabling you to put up your product in cartons without employing human hands.

Automatic Carton Feeder



**Send For
Details
Today**

PNEUMATIC MACHINES

*Are Built On The
Unit Basis Of Design*

Each machine may be run independently of others to perform its own particular function, if that operation is the only one desired. We build the only complete line of packaging machinery. Other concerns are obliged to link up their machines with those of other makes. Don't hold back the output of one machine by the limitations of another. Best results are obtained in keeping your packaging equipment uniform.

PNEUMATIC SCALE CORPORATION, LTD.
NORFOLK DOWNS, MASS.

New York

Chicago

Kansas City

Toronto, Ont.

W. & C. PANTIN, 147 Upper Thames Street, London, England

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QUAKER CITY MILL

\$\$ Peanut Butter \$\$

You will find a ready market for Peanut Butter made on a Quaker City Mill. Peanut Butter will reduce the overhead expense of your plant. We will show you how to market the product. **Try our mill 30 days.** If you do not make good return the outfit to us. Can we make any better offer? Write for "Peanut Butter" Booklet.

The A. W. Straub Co.,
3710-38 FILBERT STREET
PHILADELPHIA, PENNA.

Notice of Removal

JOHN W. HAULENBEEK CO.

announce that they have outlived the size of their quarters at 170 Duane Street, which they have occupied for 38 years, and have taken larger quarters at

393 Greenwich Street, New York

which they will occupy about July First, Nineteen Sixteen, with increase of roasting capacity from 8 to 12 7-foot Burns Roasters and other latest improved equipment, and will continue

Coffee Roasting for the Trade Only

NO SPICE GRINDING—NO COFFEE SELLING—NEW ACCOUNTS WILL RECEIVE THE MOST CAREFUL ATTENTION.

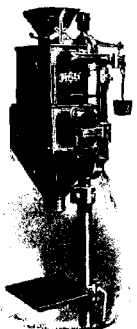
DUPLEX

AUTOMATIC NET WEIGHER

CAPACITY 35 packages a minute.

ACCURACY proven by 30 days' trial and thousands of users.

GUARANTEED fully for (5) years against repairs.



Gravity Operated

Price, \$118.75 net
Payments Arranged

E. Edtbauer Company

817 Washington Blvd. Chicago, Ill.

If You are a User of

TIN CANS

(Plain and Decorated)

Send us your inquiries. We are independent makers of the largest variety in the United States. With our long experience, modern equipment, and personal supervision, we are in a position to serve you advantageously and at proper prices.

Columbia Can Company

Madison St., from First to Second Sts.

SAINT LOUIS :: MISSOURI

"LITTLE WONDER"

AUTOMATIC NET WEIGHT GRAVITY SCALE

USES: For COFFEE (Whole or Ground), RICE, SUGAR, PEAS, BIRD-SEED or ANY FREE-FLOWING GOODS.

RANGE OF WEIGHTS:
From 2½ OUNCES UPWARD.

SPEED: 2100 Packages per hour.

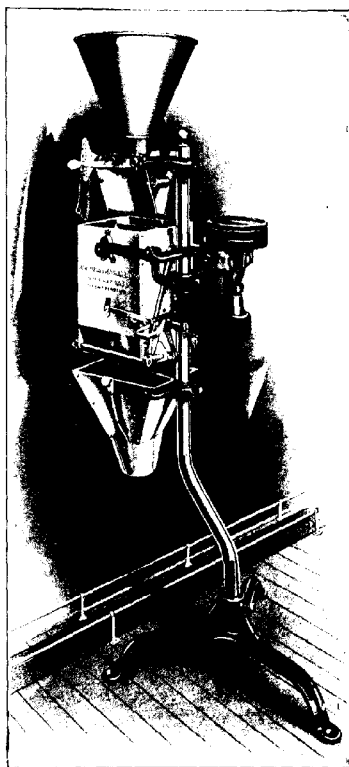
ACCURACY: GUARANTEED 90% PERFECT WEIGHTS and within 1/16 oz. on any individual package.

PRICE: The LOWEST of any high-grade Gravity Net Weight Scale.

WEIGHT: The complete Scale WEIGHS ONLY 25 POUNDS, so that it can be easily moved anywhere.

OTHER SCALES: We always invite COMPETITIVE TESTS with every other Gravity or Power Fed Scale, as this Scale has lately replaced so many other well-known Scales.

OUR OFFER: We will ship this Scale or any of our Scales to you on the basis of our guarantee and ALLOW YOU THIRTY DAYS' use of them, at the end of which period you are to judge as to their merits according to the service that has been rendered, and accept or reject them AS YOU-SEE FIT.



"Your 'Little Wonder' Scale is the very best on the market."

WEST BRANCH COFFEE CO., Coffee Roasters

American Machinery Co., Inc., Philadelphia, Pa.

Williamsport, Pa., June 14, 1916.

Gentlemen:—AFTER EXAMINING ALL THE DIFFERENT MAKES OF AUTOMATIC WEIGHING MACHINES, we have concluded that YOUR "LITTLE WONDER" MACHINE IS THE VERY BEST ON THE MARKET.

ITS SIMPLICITY IN OPERATION and the fact that it is SO VERY EASY TO ADJUST FROM ONE SIZE PACKAGE TO ANOTHER makes it a great labor-saving and MOST DESIRABLE PIECE OF MACHINERY to install.

It is also VERY ACCURATE IN WEIGHT and we assure you that WE HAVE BEEN HIGHLY PLEASED WITH EVERY WORKING OF THE MACHINE.

Hoping that we may, at some time in the near future, HAVE THE PLEASURE OF RECOMMENDING YOUR SCALE, we are

Yours very truly, WEST BRANCH COFFEE CO., R. H. Bair, Pres.

We also build a FULL LINE OF AUTOMATIC SCALES FOR ALL PURPOSES—PULVERIZED COFFEE—PULVERIZED SUGAR—BAKING POWDER—COCOA—ROSIN, Etc., and in combination with our CARTON FOLDING AND SEALING MACHINES.

AMERICAN MACHINERY CO., Inc.
1235-41 Callowhill St. PHILADELPHIA, PA.

Chicago Office: 20 East Jackson Boulevard, R. W. REDD, Manager

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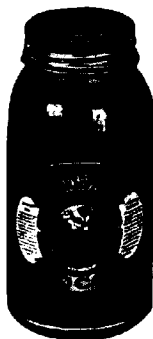
VANILLA BEANS

THURSTON & BRAIDICH

27 CLIFF STREET
NEW YORK

COCOA THAT SELLS ITSELF

We make a specialty of packing cocoa in glass containers—preserving jars and tumblers. Because of their utility these packages have wide appeal among consumers.



OPLER BROTHERS COCOA

packed in these unique containers will sell itself. Its superior quality assures repeat orders.

We are also equipped to put up

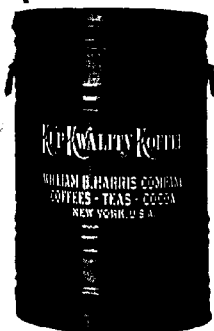
PRIVATE LABEL COCOA
in any type of container at right prices.

OPLER BROTHERS

171 Duane St. Inc. NEW YORK

THE BEST METHOD OF PACKING COFFEE

Heekin's Heavy Duty Steel Can



Superior to bags, because

—It retains all the rich aroma of the bean.

—Keeps contents clean and sanitary.

—Guarantees against loss and over moisture.

Made of fine polished steel, either painted or stenciled with name and design.

Size 15½ inches x 20½ inches—capacity 50 lbs.

Designs originated or duplicated

Let us send a sample to prove its merits.

THE HEEKIN CAN CO.,

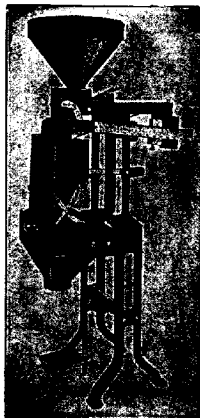
Culvert and New Sta.,

Cincinnati, O.

"Heekin Can since 1901"

PACKAGE WEIGHER

\$112.50 NET



Weights anything that flows including

Ground Coffee

33 to 35 Pkgs.
per minute
within

1-16oz. Accuracy

Two Sizes

4oz to 2½lbs

1lb to 30lbs

**No Power
Required**

The simplest scale made. Can be entirely taken apart for cleaning in 10 seconds.

SENT ON TRIAL

The Automatic Package Scale Co.

Incorporated

Louisville, Ky.

When Writing Advertisers, Kindly Mention THE TEA AND COFFEE TRADE JOURNAL

**Gravity Stoneware
Filters**

**Best
Line
on the
Market**



**Rex
Filter
Co.**

**Made
in Six
Sizes**

**4-6
Cedar St.,
NEW YORK
U. S. A.**

BULK COCOA

IN BARRELS AND DRUMS

Also packed in tin cans under your

Private Label

We make American and Dutch
Process Cocoa.

Write for our *Latest Price List*.

State Style of Packing and
Quantity Required Annually.

Tell us where you saw this
advertisement.

Ambrosia Chocolate Co.

331-333 FIFTH STREET

MILWAUKEE, WIS.

**THE PROGRESSIVE CHOCOLATE AND COCOA
MANUFACTURERS**

GASTON, WILLIAMS & WIGMORE, INC.

**IMPORTERS
OF**

COCOA, COFFEE, SPICES

140 BROADWAY : : NEW YORK CITY

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NEW YORK, N. Y.
120 and 122 Front St.

CHICAGO, ILL.
180 No. Dearborn St

SAN FRANCISCO, CAL
104-106 California St

PORTLAND, ORE.
No. 7 First St

C. E. BICKFORD & CO.

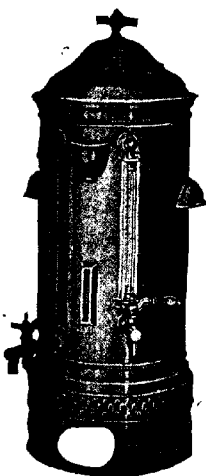
COFFEE BROKERS

Specialists in Mild Coffees

CORRESPONDENCE
SOLICITED

SAMPLES CLADLY FURNISHED
ON REQUEST

TEA, COFFEE, CHOCOLATE and HOT WATER URNS



Coffee Urn, 2002 Series

Made in all sizes up
to 25 gals. capacity

Also a full line of
**High Grade
Copper, Nickel
Plated and
Brass Goods**

including Pastry and
Roll Warmers Steam
Tables, Plate
Warmers, Water
Coolers, etc.
Send for our new
catalogue, showing
complete lines of
Hotel, Restaurant
and Bar Supplies,
Metal Housefurnish-
ing Goods, Cuspidors
etc.

Geo. A. Ray Mfg. Co.
Buffalo, N. Y.

Home Ground Coffee

is the best. It retains
the flavor. Use the

National Coffee Mills

Manufactured by the

**NATIONAL
SPECIALTY
MANUFAC-
TURING CO.**

Lehigh Ave.
and
Third St.
Philadelphia
Pa.



TEA AND COFFEE POST CARDS

New Edition—Just off the Press

Two Series of Beautiful
Three - Color Pictures

SHOWING

Set No. 1—Tea Culture and Manufacture Around the World.

Set No. 2—Coffee Culture and Preparation Around the World.

Scenes in every tea and coffee country; many reproduced from original photographs taken by the Editor. With descriptive text written by WILLIAM H. UKERS, Editor of THE TEA AND COFFEE TRADE JOURNAL.

25 Colored Cards in Each Set

25 Tea Cards in Set No. 1 25 Coffee Cards in Set No. 2

No printing on the picture side, but ample space reserved for advertising under the descriptive text on the cards and on the cartons. Each set is packed in a neat mailing carton.



A TAMIL TEA PLUCKER—CEYLON
Card No. 3 in the Series "Tea Culture Around the World"

AN EDUCATIONAL PREMIUM

These cards can be used as an

Advertising Novelty

or as a PREMIUM with, or without coupons.

Parents and teachers will approve and encourage the children to collect them as they tell the **Complete Tea and Coffee Story.**

Quantity Price List on Request
NO FREE SAMPLES

Sample Sets, 25 Cents Each
Order by number



COFFEE IN JAVA

Card No. 11 in the Series "Coffee Culture Around the World"

THE AJAX PUBLISHING CO., 85 Wall St., New York

When Writing Advertisers, Kindly Mention THE TEA AND COFFEE TRADE JOURNAL

GUATEMALA COFFEE

Abnormal conditions have assisted in attracting large quantities of the

FINEST OF THIS VARIETY

Buyers who are specializing on Milds are taking full advantage of the situation, using Guatemala Coffees in their finest blends, making them

LEADERS

Ninety-five percent of Guatemala's Coffee reaches our Ports in

AMERICAN BOTTOMS

In using Guatemala Coffee you are assisting

AMERICAN SHIPPING

W. R. GRACE & CO.

GUATEMALA COFFEE

The coffee that took the Grand Prize at the Panama-Pacific Exposition and designated the premier coffee of the world.

Ask your jobber or broker to submit samples and prices on Guatemalas. These coffees are steadily growing in favor among coffee roasters, particularly as blenders. There is a grade of Guatemalas that you can use to advantage.

A. ROSENTHAL & SONS

Dealing with the Importing Trade only

BEAVER BUILDING

NEW YORK

COSTA RICA COFFEE

You can now buy it Direct from the Grower

Costa Rica coffee is generally acknowledged to be a superior coffee, particularly for blending purposes. It is rapidly growing in favor in the American market. Some of the finest grades that formerly went to Europe are now coming to this country. We import Costa Rica coffee direct from our own plantation. Let us quote you on this coffee.

MONTEALEGRE & BONILLA

Coffee Planters

San Jose, Costa Rica

80 Front St., New York

COCOA POWDER

UNDER DEALER'S BRANDS FOR WHOLESALE GROCERY AND SPECIALTY HOUSES—

In 1-lb., 1-2-lb., 1-4-lb. and 1-5-lb. packed under customers' labels, or under our own stock labels.
All goods guaranteed under U. S. Serial No. 151.

FOUNTAIN CHOCOLATE

IN BULK—Barrels—Kegs—Drums—Tins
For Soda, Ice Cream, and Baking Trade. Both "Natural" and "Dutch Process" grades.

Write us for samples and prices. State size used and quality needed. Address

HOOTON COCOA CO.,

NEWARK, N. J.

"Arksafe" Elastic Paper Linings



FOR BAGS AND BARRELS
33½ % Elasticity. Waterproof

Send for samples

Arkell Safety Bag Co.,

CHICAGO
14 East Jackson Boulevard

NEW YORK
120 Broadway



VANILLA BEANS

and
OLIVE OIL

Direct Importers

DIETLIN & CO.

80 Maiden Lane New York City

VANILLA BEANS

EXCLUSIVELY

We Import Direct and can make
attractive offers in all varieties.

J. N. LIMBERT & CO.

12 S. Marshall St. PHILADELPHIA PA.

THE HEDFELDT

Coffee Milling, Separating and Grading Machines
and Coffee Granulating Machines are the Best.
Also Roasted Coffee Stoners and Cleaners

HEDFELDT COMPANY, 108 N. Jefferson St., Chicago, Ill.

BOYLE CAN CO.

BALTIMORE MARYLAND

Manufacturers of all kinds
of Tin Containers including

TEA AND COFFEE CANS

ONE HUNDRED AND FIFTY MODEL TEA AND COFFEE ADVERTISEMENTS

comprise Blake's Tea & Coffee Ad Service. Each
advertisement is of a size that will exactly fit a five or
six inch single column newspaper space.

Every ad is printed in duplicate and easily removed
from the loose leaf binder. All the compositor has to
do is to follow the general style, filling in your brand
names and signature.

You may become the sole owner of these ads in your
locality. Will send the service on approval. Keep
it five days and if it isn't as represented, return it at
no expense. Address

THE TEA AND COFFEE TRADE JOURNAL
79 WALL STREET, NEW YORK

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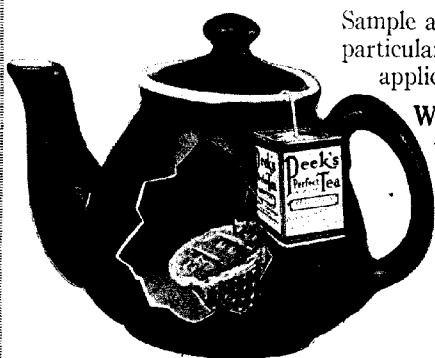
CONSUMER AMMUNITION

The most vexing problem confronting both manufacturer and dealer, in a food product, is the selection of a method to induce an actual trial of that product by the consumer.

The method, to be practicable, must be simple and inexpensive to the dealer and the vehicle employed must be novel and attractive.

This obstacle we have surmounted by the use (under license from the patentee) of the Certipure Non-refillable Tea Ball which has enabled us to induce the tasting of PEEK'S PERFECT TEA by thousands of consumers in an unobtrusive yet wholly effective manner.

THE TAG ATTACHED TELLS OUR STORY. (See illustration.)



Showing the Tea Ball in Position in Tea Pot.

Sample and
particulars on
application.

Write
to-day



The Tea That Repeats—12
Blends—One Price.

This is, without question, the most strikingly novel method of introduction and the most valuable aid to consumer distribution ever applied to a packet tea. At any rate, we have found it to be a publicity giant for PEEK'S PERFECT TEA, and all PEEK distributors would do well to place their orders at once.

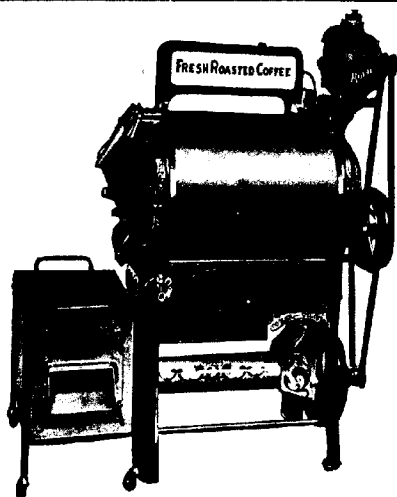
PEEK BROS. & WINCH (America)

Salesroom: 106 Wall St., New York

Main Office, Warehouse and Packeting Plant:

Bush Terminal, Brooklyn "Where the tea steamers dock."

When Writing Advertisers, Kindly Mention THE TEA AND COFFEE TRADE JOURNAL



No. 5. Royal Roaster.

Uses electric power, gas or gasoline heat.

ROAST YOUR OWN COFFEE

It requires no special knowledge. We maintain a **free service department**, in charge of a coffee expert, who will tell you where to buy green coffees at wholesale prices and how to roast, blend and advertise your goods. You will give your customers better coffee and the Royal will draw new business.

A **Royal System** installed in your store window will be the best advertisement of your coffee department.

Write today for our convenient monthly payment plan, whereby the Royal will pay for itself out of the extra profits it will bring you.

We have openings for a few live salesmen.

THE ROYAL SYSTEM MEANS MORE MONEY FROM YOUR COFFEE DEPARTMENT

5 to 10 cents more per pound—Figure it out on your present business, then *double your business*—sure result of installing a Royal System.

THEN STEEL CUT IT

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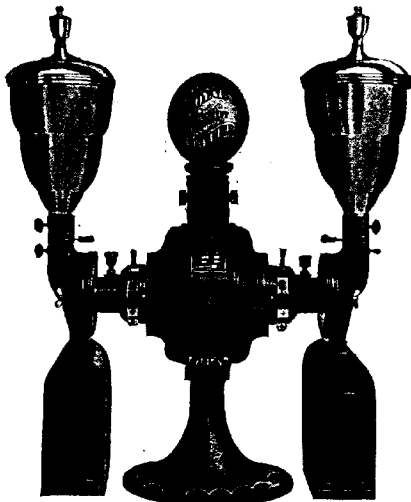
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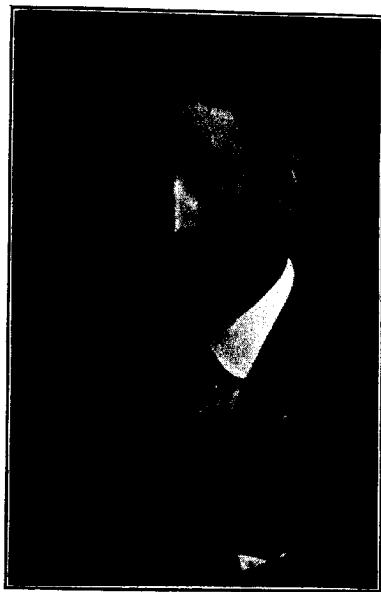
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No. 2

WHO'S WHO IN THE TRADE

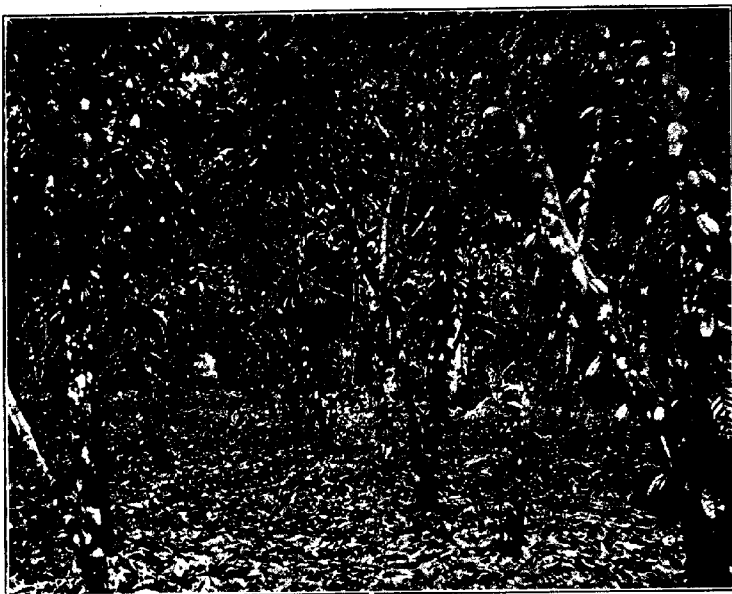


EDWARD H. O'BRIEN

President, C. E. Bickford & Co., San Francisco

(See Page 143)

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LIGHTS AND SHADOWS IN THE HEART OF A CACAO HACIENDA



Photo by courtesy of The Pan-American Magazine

REMOVING THE CACAO PODS WITH THE ODD-SHAPED FORKED KNIFE AND CURVED BLADE PICKER
SCENES ON TYPICAL CACAO ESTATES IN ECUADOR

ECUADOR'S HUGE CACAO ESTATES

¶ On the Western slopes and in the valleys of the Andes in Ecuador are to be found some of the largest and finest cacao plantations in the world. One of these is a princely domain fifty miles wide, with three and a half million trees. ¶ This article tells the story of the development of the cacao industry of Ecuador, which stands third among cacao-producing countries. It also tells of the important work accomplished by the the Asociacion de Agricultores del Ecuador.

“FOOD of the gods,” cacao was poetically called by the ancient Aztecs and Incas of what is now Ecuador, and from the beans they brewed a delicious beverage. For centuries ever-green cacao trees, 16 to 40 feet high, have been growing wild on the slopes and in the valleys of the Andes Mountains, for the altitude, climate and soil of this equatorial region are naturally favorable to their development. Scientific selection and methods of cultivation in the provinces of Western Ecuador have made cacao the most important and valuable of that country's resources and the quality and variety of the beans are unsurpassed.

CACAO TREE INDIGENOUS TO ECUADOR

The modern development of the cacao industry of Ecuador began in 1877, when the yearly output was about 25,000,000 pounds. According to the latest available figures, the 1915 crop amounted to 72,382,553 pounds. Ecuador is now producing one-eighth of the entire world's output of cacao, which totaled last year about 600,000,000 pounds, and is outranked in production only by the Gold Coast of Africa and Brazil. The cacao tree of the Gold Coast is a naturalized product, whereas in Ecuador it is truly indigenous to the soil and is essentially a tropical growth.

The cacao plantations of Ecuador lie in altitudes varying from 650 to 2,600 feet, within a region whose southern limit is a line 5 degrees south of the equator. Although cacao trees still thrive without cultivation in many parts of Western Ecuador, the large and highly organized modern plantations of this district are the principal source of supply. The trees bear a fruit in which the seeds, resembling thick almonds in size and shape, are arranged in a cucumber-shaped pod 5 to 10 inches long and 3 to 4 inches thick. When ripe, the pods are cut from the tree by means of a queer forked knife with a curved blade on one side, set on the end of a long pole. This odd implement serves to remove the fruit from the tree without injury. The pods are gathered in heaps and left on the ground for a day or two before they are judged fit to be cured.

PROCESS OF CURING CACAO IN ECUADOR

The process of curing cacao in Ecuador to a considerable extent determines the flavor and quality of the manufactured cocoa purchased by the consumer. Following the shelling and breaking come the fermentation and drying. First, a cut is made all around the pod with a special cutlass or huge knife, care being taken not to let the blade pass through the shell far enough to injure the beans. Then, the pod is broken in the middle by a sharp jerk and the beans are taken out and separated from the fibrous tissue. The cacao seeds are now carried to the sweating house, where the process of fermentation gives them a superior color, flavor and aroma. Drying follows, either in the sun or with the aid of hot-air furnaces. The outside of the bean becomes a bright red, the inside forms a chocolate color, and the bean crumbles easily between the fingers.

3,500,000 CACAO TREES ON ONE ESTATE

The largest and finest cacao plantation in Ecuador—and one of the largest in the world—is that known as the Caamaño Tenguel Estate, in the Province of Guayas, 60 miles from Guayaquil, which produces annually about 3,200,000 pounds of cacao from 3,500,000 cultivated cacao trees. The estate is owned by a British syndicate, of which L. C. Stagg, whose headquarters are at Guayaquil, is the managing director. This princely domain in its entirety comprises 500,000 acres covering a distance of fifty miles from the summit of the Cordillera down to the shore line of the Pacific Ocean. Three important rivers, of which two are navigable—the Tenguel, the Gala and the Siete—flow down the slopes, through forest and plain, to the sea.

YEARLY CROP WORTH \$1,000,000 GOLD

There are eight different plantations on the Caamaño Tenguel Estate, whose gross returns to the syndicate amount annually to about \$700,000. Within another year or two, when all of the trees will have reached the bearing age, it is estimated that the yield will approximate 5,000,000 pounds, one-fifteenth of the present total cacao crop of

Ecuador, which will be worth more than \$1,000,000 gold. The lands are so extensive that coffee, sugar cane, bananas and rubber are also grown, and there are about 1,200 head of Holstein and Durham cattle on a well-kept ranch. In 1912 the entire estate was valued at \$1,724,218, but this valuation would be largely augmented by the de-

on cacao, sugar and stock raising, but is an inventor as well; and the movable roofs of the drying plants at Tenguel are his invention, constituting a notable improvement over the ordinary methods employed in protecting the cacao beans from showers or night dews during the drying season.



AVENUE OF PALMS ON A LARGE CACAO HACIENDA

velopments of the past four years. In that year the net profit per pound of cacao to the company was from six to ten cents American currency.

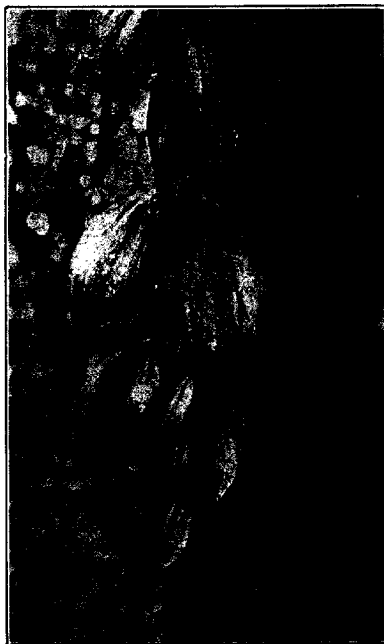
AN UP-TO-DATE TOWN ON THE ESTATE

The village of Tenguel, now numbering more than 1,500 inhabitants, sprung into being with the continued growth of diverse industries on this vast estate. An expenditure of \$125,000 a year is required to carry on the operations of these industries, and several millions have been expended on development and improvements. Six years ago some prominent Londoners invested \$1,500,000 in the property, and Mr. Stagg is the heaviest individual stockholder. Among the numerous buildings on the estate are a church, schoolhouses and dwellings for employees and their families, with a curate, teachers and a physician provided free of expense by the company, and a modern club with reading and billiard rooms. The town itself is as up-to-date as any small American city, having a fire brigade, water supply system, electric light, good stores and an elaborate private telephone system which, with 40 kilometers of wire, connects every farm and ranch of the company with the central office in Tenguel.

The managing director is not only an authority

A GERMAN ESTATE WITH 2,000,000 TREES

Next in size and importance among the cacao plantations of Ecuador is the Clementina, in the Province of Los Rios, owned by the Plantagen-gesellschaft Clementina of Hamburg, Germany. In 1912 this estate comprised about 31,000 acres, of which some 5,000 acres were planted to cacao trees, all in bearing and numbering approximate-



NEAR VIEW OF THE RIPE CACAO PODS

ly 2,000,000. The estate was valued four years ago at \$910,000, and the estimated net profit per pound of cacao was from 4 to 8 cents. The superintendent of the estate is a Colombian. Peons employed in producing, picking, sorting, preparing for market and shipping the beans receive from 40 to 60 cents American money per day.

LARGE PLANTATION OWNED BY A COLOMBIAN

The third largest, and one of the best equipped



SUPERINTENDENT'S OFFICE AND RESIDENCE ON THE CAAMAÑO TENGUEL ESTATE

Here the chief resident executive officer of this immense cacao hacienda has his headquarters, directing the work of several thousand employees, who are mostly natives of Ecuador. The managing director of the enterprise has his office and residence in Guayaquil, about 60 miles distant.



Photos by courtesy of the Pan-American Magazine

MAIN STREET OF THE TOWN OF TENGUEL, SHOWING STORES, SCHOOL AND CHURCH

A unique feature of the daily life on the Caamaño Tenguel Estate is the assembling of part of the estate's inhabitants in the little town of Tenguel, an up-to-date municipality of 1,500 permanent population. The retail shops here shown carry as complete stocks as any of the more pretentious stores in Quito or Guayaquil.

VIEWS ON THE VAST CAAMAÑO TENGUEL ESTATE

and managed, of Ecuadorian cacao plantations is the Maravilla, situated near the city of Baba, about 40 miles from Guayaquil, and owned by a Colombian, Julio Gonzalez Tello. Of its 2,750 acres some 2,300 are planted to cacao, and there are 700,000 trees producing an excellent quality



AN ECUADORIAN CACAO TREE IN FRUIT

of bean. The annual production of cacao beans in 1912 was 800,000 pounds and is now in the neighborhood of 1,000,000 pounds.

Mr. Tello is also the proprietor of La Industria, covering 1,700 acres, with 200,000 cacao trees in full bearing and a considerable number of young trees. The trees on the Maravilla and Industria estates, because of their fine condition and the quality of the beans which they produce, are valued at \$1 per tree, making the trees on the two properties worth about \$900,000.

Martin Reinberg, an American, owns the Candilejo plantation in Los Rios province, about 45 miles from Guayaquil. On its 5,627 acres there are 73,118 full-bearing cacao trees and 45,448 not bearing. The greater part of the estate is uncultivated.

ASOCIACION DE AGRICULTORES DEL ECUADOR

In 1911 a movement of immense importance to the cacao industry of Ecuador was inaugurated when a number of leading cacao growers and business men of Guayaquil organized the "Asociacion de Agricultores del Ecuador," to secure for the industry the practical benefits of modern economies in much the same manner as the Brazilian coffee growers and the Southern rice and cotton planters have obtained commercial and financial advantages through similar organizations. One of the chief objects of such an organization is to suppress speculation in and monopolization of products of the soil. During the past five years the work of the Asociacion has materially improved the quantity and quality of the cacao crops grown by its members, has maintained and raised prices, has bettered working

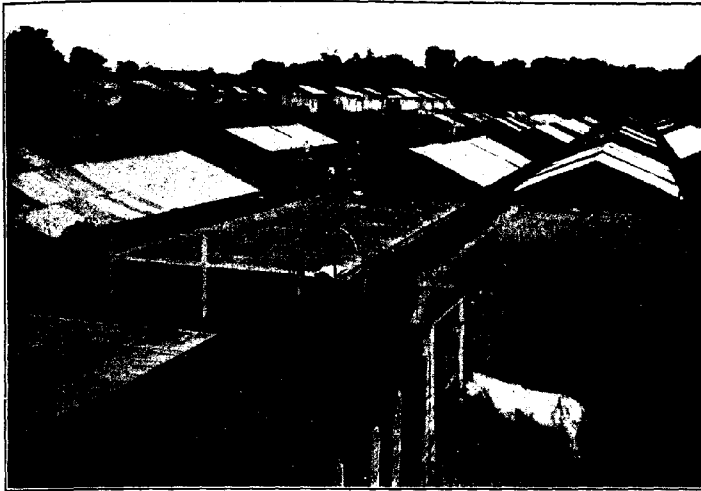


THE YIELD FROM A THREE-YEAR-OLD TREE

conditions, and in other ways has proved beneficial not only to the membership but to the entire cacao business of the Republic.

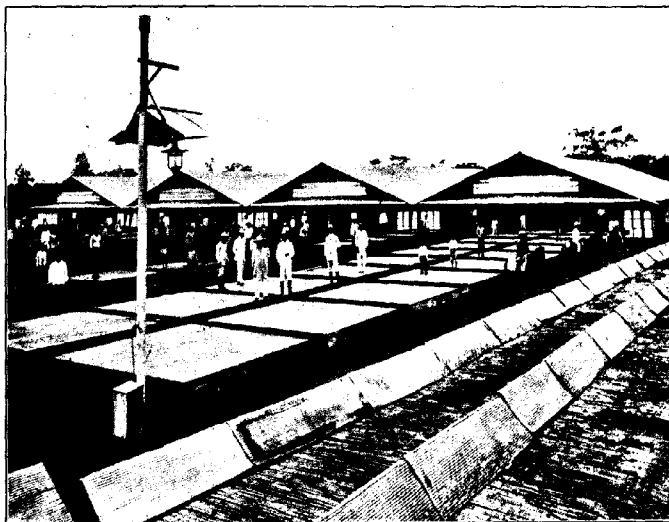
COLLECTS 50C. TAX ON EACH 100 POUNDS CACAO

The Asociacion de Agricultores del Ecuador, by the decree of the Congress and by agreement



THE REGULATION DRYING TABLES WITH THE ORDINARY ROOF PROTECTION

An important step in the process of curing cacao in Ecuador, prior to exportation, is what is known as "drying." The cacao beans are placed on large tables under the hot equatorial sun, and at night are covered to protect them from the frequent heavy night dews.



Photos by courtesy of the Pan-American Magazine

AN INNOVATION IN DRYING TABLES EMPLOYING MOVABLE ROOFS

L. C. Stagg, managing director of the Caamaño Tenguel Estate, was the inventor of this more effective method of drying cacao beans. The movable roofs add to the efficiency and economy of the work—two factors which have contributed to the success of this extensive British enterprise.

SUN DRYING PROCESS ON ECUADOR CACAO ESTATES

among the growers, is given the right to collect about 50 cents gold on each 100 pounds, which impost is credited to the producers, each grower thus contributing to and sharing in the benefits of the society proportionate to the export sales of his product, or to the number of shares he holds in the Asociacion.

HOW THE ASOCIACION MAINTAINS PRICES

The Asociacion is empowered to purchase cocoa on its own account and store it in warehouses at Guayaquil whenever the market price falls below that stipulated as rational and just by the directors of the league. The Asociacion enters the market only when the price offered by exporters, governed by external conditions, is below the reasonable minimum price decided upon by the Asociacion, which varies from year to year. The cacao purchased by it is sold at the ruling price in the world's markets, the loss sustained being made up from the 50-cent tax mentioned. When the price in the world's markets is sufficiently high to pay the necessary expenses and a reasonable profit for cultivation and handling, the Asociacion retires and the exporters again resume operations.

PRESIDENT PLAZA PRAISES THE ASOCIACION

In his message of 1915 to the National Congress of Ecuador, President Leonides Plaza paid tribute to the labors of this worthy league of cacao growers, as follows:

"It is satisfactory for me to inform you of the brilliant results accomplished by the 'Asociacion de Agricultores del Ecuador,' thus completely confirming the hopes which Congress and the Executive harbored when they authorized the legal constitution of this society and endowed it with abundant funds. In the severe economic crisis which we were passing through, this Asociacion was able to sustain the price of the nation's principal export, obviating the financial catastrophe which threatened and which was caused by the serious perturbations brought about by the European war in the navigation and transport services. Without the powerful activity of the Asociacion, the cacao growers would have found themselves face to face with inevitable ruin. The price of this product dropped to 5 cents per quintal—an impossible price—but, the Asociacion renewing its purchases, raised the price to 12½ cents. After alarming fluctuations resulting from the difficulties put in the way by the banks in the disposal of drafts, which were plentiful in this market, the price of cacao, which had again dropped to 8 cents in the latter days of September, afterward rose, thanks to the labors of the Asociacion, to 13 cents, the present current price.

Early in June, 1916, a contract was entered into with Gaston, Williams & Wigmore, Inc., a New York importing and exporting house, under the

terms of which this firm was made the exclusive sales agents for the Asociacion in every country of the world except England, Holland, France and Spain.

DUTCH COCOA TRADE IN 1915

Prohibitions Brought About by the War Crippled All Branches of the Industry

By S. W. HOEKSTRA

Amsterdam

THE Netherlands cocoa trade and industry had to contend with manifold difficulties in 1915. The first of these was the French order prohibiting the exportation of raw material which Holland formerly received from France. This prohibition is still in force. An English prohibition followed, and Dutch purchasers had considerable trouble in obtaining goods which they had previously ordered in Great Britain. The latter prohibition was temporarily suspended later on, but its effects are still noticeable.

THE NETHERLANDS OVERSEA TRUST

The formation of the Netherlands Oversea Trust (familiarily designated the N. O. T.) was of great help to the trade, making possible a continuation of imports, even though certain financial and moral guaranties had to be furnished. Dutch trade and industry could not expand, as they depended largely on exportation, but the factories could be kept going, since a limited trade with other neutrals was still possible. The trade suffered from the effects of the decree issued in November, 1914, which prohibited the exportation of cocoa beans from Holland, but a heavier blow was dealt both trade and industry by the decree of October, 1915, prohibiting the exportation of cocoa butter. The industry has survived the blow thus far, but its future is uncertain.

FACTORS WHICH CAUSED TRADE DISTURBANCES

Throughout the year various factors were causing disturbances in the regular movement of trade. The ever-increasing freight rates, the lack of tonnage, the crippled condition of the international post and telegraph service, the high insurance rates, the requirement of export licenses—all these made constant readjustments necessary. All in all, however, the general conditions of the trade and the industry were about the same as those prevailing in 1914.

STANDARD STRENGTH IN COFFEE BREWS

¶The results detailed in this article are the outcome of a year's experimental work carried on in the Home Economics Department of the University of Kansas under the direction of Professor Elizabeth C. Sprague. ¶Of importance to dealer and consumer are the conclusions that "we pay for flavor;" that strength and color in the brew are independent of price and may be obtained by pulverized granulation, which is the most efficient granulation; and that the filtration method yields the best brew.

BY SYBIL WOODRUFF
Lawrence, Kansas

IN order to determine the relative importance of the various factors which affect the strength and quality of various brews of coffee, a series of experiments was undertaken in the laboratories of the Department of Home Economics in the University of Kansas.

The questions proposed were as follows:

1. Is there any method by which the strength and quality of a coffee brew may be determined which is independent of personal opinion or of the sensitiveness of the palate?
2. What is the comparative efficiency of the various granulations of coffee and of various methods of brewing?
3. Is the difference in the cost of various brands of coffee any indication of their relative strength?

GRANULATIONS OF COFFEE

The granulation of the coffee was standardized by passing the ground coffee through sieves of known number of meshes per square inch. The coffee left on the screen was discarded.

Pulverized Coffee—That which passed through a sieve having 30 meshes per square inch. This granulation corresponds in fineness to coarse flour or fine cornmeal.

Medium-Ground Coffee—That which passed through a 10-mesh sieve. This granulation corresponds to ordinary steel-cut coffee.

Coarse-Ground Coffee—That which passed through an 8-mesh sieve. This granulation corresponds to the coffee ground on a rude home coffee-mill.

METHODS OF MAKING

Four household methods of brewing were used. With the exception of the percolated coffee, 240 cc. of water were used in each case, for the reason that this is approximately the volume of the household measuring cup. Two cups of water were necessary for satisfactory percolation.

Boiling—Seamless white enamel coffee-pot was used. Cold water was poured over grounds; mixture brought to boiling point and boiled for

3 minutes. Removed from fire and let stand 5 minutes, then strained through two thicknesses of cheesecloth.

Percolation—Simplest type of percolator used, one having inside perforated cup for holding coffee, with a tube up the center through which the hot water spouted. Water put in cold and allowed to percolate 5 minutes after percolation first began. Strained through cheesecloth.

Egg—Same method as boiling except 10 grams of egg white were added for each 240 cc. of water, to clear the coffee. Grounds and egg were stirred together and then cold water poured on.

Filtration—Coffee was placed in a moistened tennis flannel cloth held on a wire strainer and boiling water poured through the coffee once.

DETERMINATION OF STRENGTH AND QUALITY

Each brew was tasted while hot, and the strength, color and flavor noted. The samples were cooled in Erlenmeyer flasks to a temperature of 15 degrees C. The specific gravity was then determined by means of a Westphal balance.

THE COFFEE USED

A so-called mixture of Mocha and Java, retailed at 40 cents per pound, was used for these experiments.

As a result of extended series of experiments it was found that brews having the following specific gravities were recognized by the average person as ranging in strength from very weak to very strong.

Very weak.....	1.0045
Weak	1.0055
Moderately strong	1.0060
Good strength (standard).....	1.0065
Little too strong	1.0070
Much too strong	1.0080

There was, of course, some difference of opinion—a specific gravity 1.0045 being called sufficiently strong by some persons while 1.0065 was so designated by the majority. These differences, however, were consistent. This demon-

TABLE I.
RESULTS OBTAINED USING SAME WEIGHTS OF A 40-CENT COFFEE THROUGHOUT

Granulation.	Sieve Mesh.	Method.	Weight of Coffee.	Specific Gravity.	Strength.	Color.	Flavor.
Pulverized.....	30	Boiling	17 grams average	1.0088 1.0096 1.0092	Very strong	Black brown; much sediment	Fairly good
Pulverized.....	30	Percolator	15 grams average	1.0076 1.0077 1.00765	Too strong	Dark brown; not very clear	Fair
Pulverized.....	30	Egg	15 grams average	1.0078 1.0071 1.0076	Too strong	Very clear; dark red brown	Mild and very good
Pulverized.....	30	Filter	15 grams average	1.0081 1.0078 1.00795	Much too strong	Dark velvety brown; very clear.	Very good; also mild.
Medium.....	10	Boiling	17 grams average	1.0064 1.0075 1.00895	Good strength	Dark brown; mod. clear.	Fair.
Medium.....	10	Percolator	15 grams average	1.0047 1.0038 1.00425	Very weak	Light brown	Poor
Medium.....	10	Egg	15 grams average	1.0058 1.0050 1.00585	Weak	Light red-brown	Bland; fairly good.
Medium.....	10	Filter	15 grams average	1.0031 1.0034 1.00325	Very weak	Light brown	Indistinct
Coarse.....	8	Boiling	17 grams average	1.0055 1.0037 1.0056	Somewhat weak.	Medium brown; not very clear.	Not good; undesirable.
Coarse.....	8	Percolator	15 grams average	1.0041 1.0030 1.00365	Very weak.	Light brownish tan.	Indistinct
Coarse.....	8	Egg	15 grams average	1.0047 1.0045 1.0046	Very weak	Clear amber	Indistinct.

strated quite conclusively that there is a distinct relation between so-called "strength" and specific gravity. For flavor and color the senses were relied upon.

EFFICIENCY OF DIFFERENT GRANULATIONS

Brews were first made using equal weights of coffee; then using the resulting specific gravity, the amounts necessary to yield the standard specific gravity 1.0065 were calculated. A second series using the calculated amounts of coffee was then made. Tables I and II show the results obtained:

The following points are worth consideration in Tables I and II. Slight differences in the resulting volumes of the duplicates made no perceptible difference in the strength, color and specific gravity. The variations below or above 1.0065 are well within the limits of error. It will be noticed (Table II) that practically equal quantities of the pulverized coffee are used in each of the four methods to yield the standard specific gravity. With the medium and coarse coffees, there is a greater variation, the percolation and

filtration methods requiring much larger quantities owing to the less intimate contact of the water with the coffee.

CONCLUSIONS

1. A pulverized granulation is the most efficient one, since a given weight of it yields a brew of higher specific gravity than any other granulation. The brew is of superior flavor and color also. The increase in specific gravity and in flavor and color is directly proportional to the increase in fineness of grind.

2. The filtration method is the most efficient one and yields the best brew with the least trouble. The only granulation suited to this method is the pulverized. The maximum amount of surface of the bean must be exposed to the action of the water, for the duration of contact is so short.

The brew settled with egg is the second best. Probably the albumen precipitates some of the tannin compounds, and thus gives a mild, bland flavor in addition to clearing the coffee by carrying down substances in suspension.

The percolated and boiled coffees are inferior

TABLE II.
RESULTS OBTAINED USING WEIGHTS OF COFFEE CALCULATED TO
YIELD THE SPECIFIC GRAVITY 1.0005.

Granulation.	Sieve Mesh.	Method.	Weight of Coffee.	Specific Gravity.	Average Specific Gravity.
Pulverized.	30	Boiling	12.05	1.0004 1.0007	1.00055
Pulverized.	30	Perc'tor	12.78	1.0003 1.0006	1.0004
Pulverized.	30	Egg	12.85	1.0009 1.0009	1.0009
Pulverized.	30	Filter	12.31	1.0004 1.0002	1.0003
Medium....	10	Boiling	15.89	1.0007 1.0006	1.00055
Medium....	10	Perc'tor	22.94	1.0009 1.0009	1.0009
Medium....	10	Egg	16.71	1.0006 1.0002	1.0004
Medium....	10	Filter	30.	1.0007 1.0002	1.00045
Coarse.....	8	Boiling..	19.79	1.0008 1.0005	1.00065
Coarse.....	8	Perc'tor	27.52	1.0002 1.0002	1.0002
Coarse.....	8	Egg	21.27	1.0006 1.0004	1.0005

TABLE III.
COMPARATIVE EFFICIENCY OF DIFFERENT COFFEE GRANULA-
TIONS AND METHODS OF BREWING.

Sp. gr. = 1.0005		BASIS OF 1 CUP.		1 cup = 125 cc.	
Granulation and Sieve Mesh.	Method.	Weight of Coffee.	Cost.	Weight of Coffee.	Cost.
Pulverized, 30.		Grams.	\$	Pounds.	\$
Pulverized, 30.	Boiling	7.16	.0003	1.57	.63
	Filter	8.08	.0071	1.78	.71
	Perculator	8.17	.0072	1.80	.72
Medium, 10.	Egg	8.67	.0105	1.91	1.05
	Boiling	9.45	.0083	2.08	.83
	Egg	11.29	.0129	2.48	1.29
Coarse 38.	Perculator	14.70	.0129	3.24	1.29
	Filter	19.72	.0173	4.34	1.73
	Boiling	11.77	.0103	2.59	1.03
Coarse 38.	Perculator	17.62	.0154	3.88	1.54
	Egg	11.36	.0156	3.16	1.56

in every way to those made by the other two methods.

3. A comparison of the cost of servings of coffee prepared from the different granulations and by the various methods will indicate their relative economy. One cup or one small serving of coffee

TABLE IV
COMPARISON OF VARIOUS BRANDS OF COFFEE USING FILTRATION METHOD AND EQUAL AMOUNTS OF COFFEE.

Brand.	Price Per Pound.	Weight of Coffee.	Specific Gravity.	Strength.	Color.	Flavor.
Vacuum.....	.50	15 grams	1.0075 1.0071 *1.0000 1.0073	Quite strong	Clear velvety dark brown	Coffee like; sharp and pleasant.
Vacuum Improved.....	.35	15 grams	1.0009 1.0007 1.0009 1.0005	Quite strong	Clear and sparkling	Good, not so sharp as 50c. brand.
Davisco.....	.40	15 grams	1.0005 1.0070 1.0060 1.0005	Good strength	Clear dark brown; sparkling	Good; moderately sharp.
Davisco.....	.35	15 grams	1.0067 1.0075 1.0004 1.0068	Quite strong	Clear and sparkling	Good and coffee-like; not sharp.
Davisco.....	.30	15 grams	1.0067 1.0066 1.0066 1.0066	Good strength	Clear and sparkling	Fair; no sharpness.
Davisco.....	.25	15 grams	1.0070 1.0072 1.0069 1.0070	Quite strong	Good; clear	Fair; no sharpness.
Challenge.....	.15	15 grams	1.0057 1.0059 1.0054 1.0056	Not up to standard	Clear and sparkling	Very poor; "cheap" taste.
Newport.....	.16	15 grams	1.0058 1.0018 1.0052 1.0056	Beneath the standard	Clear and sparkling	Very undesirable; "cheap."
No. 150.....	.20	15 grams	1.0357 1.0054 1.0056 1.0055	Beneath the standard	Clear and sparkling	Very undesirable; "cheap."

* Result discarded because too far off from other two.

TABLE V.
COMPARISONS OF VARIOUS BRANDS OF COFFEE, USING THE FIL-
TRATION METHOD AND WEIGHTS OF COFFEE CALCULATED TO
YIELD A SPECIFIC GRAVITY OF 1.0065.

Brand.	Price Per Pound.	Weight of Coffee.	Specific Gravity.	Average Spec. Grav.
Vacuum Improved.....	.50	13.37	1.0062 1.0061 1.0065	1.0063
Vacuum Improved.....	.35	15.	1.0069 1.0067 1.0066	1.0065
Davisco.....	.40	15.	1.0065 1.0070 1.0069	1.0065
Davisco.....	.35	15.	1.0064 1.0062 1.0067	1.0063
Davisco.....	.30	15.	1.0067 1.0066 1.0066	1.0066
Davisco.....	.25	13.82	1.0067 1.0068 1.0064	1.0066
Challenge.....	.15	17.46	1.0062 1.0060 1.0063	1.0062
Newport.....	.16	18.42	1.0060 1.0069 1.0067	1.0062
No. 150.....	.20	17.72	1.0061 1.0063 1.0068	1.0062

TABLE VI

COMPARISONS OF VARIOUS BRANDS OF COFFEE, USING THE METHOD AND EQUAL WEIGHT OF COFFEE.

Brand.	Cost Per Pound.	Weight of Coffee.	Specific Gravity.	Strength.	Color.	Flavor.
Vacuum Improved.....	.50	15 grams average	1.0076 1.0070 1.0072	Too strong	Dark red brown; clear.	Good; mild sharp taste
Vacuum Improved.....	.35	15 grams average	1.0074 1.0071 1.0073	Too strong	Dark red brown; clear	Good; mild, not sharp
Davisco.....	.40	15 grams average	1.0072 1.0072 1.0072	Quite strong	Clear, dark brown	Coffee-like, good and bland no sharpness
Davisco.....	.35	15 grams average	1.0077 1.0079 1.0078	Very strong	Dark brown	Good, but flat.
Davisco.....	.30	15 grams average	1.0080 1.0072 1.0077	Much too strong	Dark brown	Fair; not sharp
Davisco.....	.25	15 grams average	1.0080 1.0071 1.0073	Quite strong	Dark red brown	Flat; only fair flavor.
Challenge.....	.15	15 grams average	1.0072 1.0074 1.0074	Quite strong	As good as the more expensive coffees	Poor; very "cheap," odor and taste. Not sharp.
Newport.....	.16	15 grams average	1.0068 1.0058 1.0068	Good strength	Clear dark brown	Poor; "cheap," flat.
No. 150.....	.20	15 grams average	1.0069 1.0064 1.0068	Good strength	Clear dark brown	Poor; flat

measures 125 cc. Eggs were figured at 30 cents per dozen, each egg weighing 50 grams.

Table No. 3 presents such a comparison.

COMPARISON OF VARIOUS BRANDS OF COFFEE

The method of investigation having proved reliable in the foregoing experiments, the same was used in a study of the strength and quality of some low and high-priced coffees available on the local market. Only the two methods—filtration

TABLE VII.

COMPARISON OF VARIOUS BRANDS OF COFFEE USING THE EGG METHOD AND WEIGHTS OF COFFEE CALCULATED TO YIELD A SPECIFIC GRAVITY OF 1.0065

Brand.	Price Per Pound.	Weight of Coffee.	Specific Gravity.	Average Spec. Grav.
Vacuum Improved.	.50	13.60	1.0069 1.0070 1.0064	1.0068
Vacuum Improved.	.35	13.37	1.0062 1.0067 1.0067	1.0065
Davisco.	.40	13.60	1.0060 1.0062 1.0063	1.0061
Davisco.	.35	12.51	1.0070 1.0068 1.0067	1.0068
Davisco.	.30	12.19	1.0065 1.0066 1.0063	1.0065
Davisco.	.25	13.92	1.0064 1.0060 1.0067	1.0063
Challenge.	.15	13.37	1.0070 1.0067 1.0069	1.0068
Newport.	.16	15	1.0069 1.0068 1.0068	1.0068
No. 150.	.20	15.	1.0066 1.0069 1.0062	1.0066

and egg—were used here. The coffee was unsifted, but, with the exception of the Challenge, Newport and No. 150, was known to correspond quite closely with the pulverized granulation which passed through the 30-mesh sieve. The three brands mentioned were a little coarser, and the effect of this slight difference in granulation can be observed in the results.

Tables IV, V, VI and VII show the results of this comparison.

CONCLUSIONS

1. In general the strength and color yielded by a given weight of coffee are independent of the blend and price but are determined by the fineness of the grind. The low specific gravity yielded by the three cheapest blends is thought to be due to the fact that the granulation was

slightly coarser and not to their cheapness and inferior quality alone.

2. There is noticeable difference in the degree of "sharpness" of taste in different brands. This sharpness is expressed by the professional coffee-taster as "acid taste," but is best not expressed as acidity for titration with NaOH, using phenolphthalein as an indicator, shows all these brews to have practically the same acidity. It will be noted that the higher-priced coffees have this sharp, agreeable flavor, and the cheaper ones are neutral and flat tasting.

3. We pay for flavor, but the strength and color may be obtained by the use of fine granulations and proper methods of brewing.

BRITISH STOP SWEDEN'S COFFEE

In the last six months Great Britain has seized from one line of Swedish steamers in the South American trade 87 per cent of their cargoes, allowing only 13 per cent to come through. These cargoes consisted principally of coffee, cocoa, hides and wool. The British have been able absolutely to control all cargoes carried in Danish and Norwegian ships by threats not to allow such steamers bunker coal.

The import situation as to coffee and cocoa with respect to Sweden (and applying almost similarly to Norway and Denmark) is as follows:

Coffee—Import practically prohibited by Great Britain. It is said Great Britain now holds at least 25,000 tons of coffee assigned to Sweden, valued at between \$6,000,000 and \$7,000,000. Great Britain claims Sweden has coffee enough for this year. The Swedes admit there is sufficient in the country, but the speculators have it.

Cocoa—Imports practically stopped for this year. England claims Sweden imported in three months an amount equal to that ordinarily consumed in two years.

BRITISH CONFISCATE COFFEE

A cable from London states that Sir Samuel Thomas Evans, president of the Prize Court, holding coffee to be a foodstuff, has condemned in that court 3,000 bags of coffee shipped from America to Gothenburg on the Swedish steamers *Indianic* and *Sydland*. The court decided that the cargoes were in reality intended for Germany. Sir Samuel said that the real consignee was Boesh & Co., of Hamburg. He found the property was vested in that concern and that the doctrine of continuous voyage applied to the coffee, which, he said, was an important element of the rations of the German army.

EUROPEAN COCOA TRADE

Latest Figures Available of Imports and Exports of the Netherlands, United Kingdom, France and Italy

THE effect of the war on the foreign cocoa trade of the Netherlands, the United Kingdom, France and Italy—concerning which four countries inquiry was made of the United States Bureau of Foreign and Domestic Commerce by a Massachusetts importing firm—is graphically shown by their official statistics. Table 1, compiled from official reports, gives the imports and exports of the four countries named during the peace year 1913, the part-war year 1914, and the all-war year 1915.

Corresponding data for 1916 are not available in all instances nor for like periods, but such figures as have come to hand for the current year are given in Table 2.

BRAZIL'S CACAO AND MATÉ EXPORTS

Shipments of cacao from Brazil during January, February and March of this year amounted to \$3,401,000 as against \$3,075,000 for the first quarter of 1915 and \$3,289,000 for the corresponding period of 1914.

Exports of Yerba maté increased considerably, from \$2,082,000 during the first three months of 1914 and \$2,058,000 in 1915 to \$2,657,000 during the first quarter of the present year.

TABLE 1.—IMPORTS AND EXPORTS OF COCOA IN EUROPE FOR 1913, 1914 AND 1915.

COUNTRIES AND ARTICLES.	IMPORTS.			EXPORTS.		
	1913	1914	1915	1913	1914	1915
NETHERLANDS.						
Cocoa beans.....	<i>Pounds</i> 95,219,883	<i>Pounds</i> 109,327,227	<i>Pounds</i> 91,454,333	<i>Pounds</i> 29,125,275	<i>Pounds</i> 38,578,706	<i>Pounds</i> 1,164,041
Cocoa shells and other waste.....	7,978,561	6,139,828	1,179,473	3,145,973	3,322,343	14,841,484
Cocoa powder, prepared without sugar.....	244,713	566,588	3,646,423	39,092,394	41,222,026	51,912,228
Cocoa, in leaves, etc., without sugar.....	13,227	72,752	178,574	2,279,557
Chocolate, in powder or tablets (prepared with sugar).....	445,333	330,693	427,697	2,678,594	3,478,872	10,086,158
UNITED KINGDOM.						
Cocoa, raw.....	78,360,000	93,511,000	187,105,000	15,183,000	27,168,000	61,637,000
Preparation of cocoa (including chocolate confectionery).....	27,605,984	22,960,296	36,588,272	18,433,968	16,905,840
FRANCE.						
Cocoa, in the bean and shell.....	122,800,781	134,368,605	90,633,331	63,856,199	62,524,607	40,760,158
Cocoa, ground (paste tablets, powder).....	4,551,398	2,331,085	4,825,633	436,056	136,025	144,182
Chocolate.....	17,850,590	11,062,619	36,239,611	22,274,378	14,701,269	35,625,196
ITALY.						
Cocoa in the bean.....	5,417,594	5,016,132	15,340,132	220	105,631	158,733
Cocoa, pounded, ground, in paste.....	1,509,504	1,193,142	873,250	54,013	282,191	1,562,637
Chocolate.....	4,582,042	3,586,678	3,714,766	597,394	659,347	603,185

TABLE 2.—IMPORTS AND EXPORTS OF COCOA IN EUROPE, JAN. APRIL, 1914, 1915 AND 1916.

COUNTRIES AND ARTICLES.	IMPORTS.			EXPORTS.		
	1914	1915	1916	1914	1915	1916
NETHERLANDS (Jan.-Mar.)						
Cocoa beans.....	<i>Pounds</i> 46,160,154	<i>Pounds</i> 29,409,672	<i>Pounds</i> 11,697,714	<i>Pounds</i> 12,881,596	<i>Pounds</i> 833,317	<i>Pounds</i> 2,037,071
Cocoa shells and other waste.....	2,149,507	229,281	180,779	987,670	3,229,749	582,621
Cocoa powder, prepared without sugar.....	33,069	1,616,853	152,119	7,852,898	15,061,916	12,050,450
Cocoa in leaves, etc., without sugar.....	65,343	668,091
Chocolate, in powder or tablets (prepared with sugar).....	94,798	121,254	79,366	513,677	1,531,417	8,044,377
UNITED KINGDOM (Jan.-Apr.)						
Cocoa, raw.....	45,568,000	62,357,000	105,209,000	5,929,000	16,762,000	17,390,000
Preparations of cocoa (including chocolate confectionery).....	7,686,000	10,770,480	10,237,248	5,419,792	5,130,384	5,565,616
FRANCE (Jan.-Feb.)						
Cocoa, in the bean and shells.....	27,767,030	8,480,333	11,239,153	8,312,561	7,575,776	3,698,422
Cocoa, ground (paste, tablets, powder).....	574,304	429,901	755,965	61,289	3,747	34,622
Chocolate.....	2,216,946	1,174,182	5,702,651	3,110,919	2,501,562	5,566,155

THE PRACTICAL COFFEE ROASTER

¶ A department discussing coffee-roasting problems and matters of timely interest to wholesale coffee roasters, with all the news of the field. Subscribers' questions of general trade interest will be answered here free of charge.

THAT BRAZIL SUBSIDY

United States Vice-Consul at Rio Says That, while Brazil Would Naturally Benefit by the Proposed Coffee Propaganda, Apparently the Government's Financial Condition Does Not Warrant a Contribution to the Fund

RICHARD P. MOMSEN, vice-consul of the United States at Rio de Janeiro, who is now in this country on leave of absence granted by the Department of Commerce for the purpose of arousing the interest of American exporters and manufacturers in the work of the recently organized American Chamber of Commerce for Brazil, has been interviewed by a representative of THE TEA AND COFFEE TRADE JOURNAL. The most important topic discussed at this interview was the proposed coffee propaganda in the United States, which is being engineered by the National Coffee Roasters' Association. An effort was made to ascertain from the consul what the feeling was in Rio and Santos among the green coffee exporters, in the interior of Brazil among the coffee planters, and in Brazilian Government circles as to the moral and financial support of the propaganda by these various coffee interests who will, it is assumed, benefit largely by the publicity and any increased coffee consumption in the United States.

Because of his official position, Mr. Momsen was, naturally, reluctant to talk for publication on a matter which touched so closely the vital interests of a friendly foreign government, and it was with difficulty that he was persuaded to make any statement at all regarding the proposed coffee propaganda.

PROPAGANDA NOT DISCUSSED IN BRAZIL

"I left Brazil about the middle of May," said the vice-consul, "and, consequently, I cannot tell you of any developments which may have occurred in the Brazilian coffee trade since that time. I do know, however, and can state with certainty, that prior to my sailing there had been no discussions, public or private, so far as I

am aware, in Brazil relative to the coffee propaganda of the National Coffee Roasters' Association. In fact, I knew nothing about the matter until I read of it in a late issue of THE TEA AND COFFEE TRADE JOURNAL.

"Personally, I regard this proposed propaganda as not only of possible benefit to the coffee interests of the United States, but to those of Brazil as well, and the plan, in its preliminary general outlines, seems a good one.

BRAZIL WANTS TO INCREASE CONSUMPTION

"Brazil is, comparatively speaking, an undeveloped country. As such it looks to the United States for the investment of capital in the exploration of its mineral wealth, cattle lands and agricultural pursuits. It is, of course, anxious to extend its trade in coffee still further, especially in view of the continually increased planting areas and production, which seem to be advancing faster than the world's consumption, and which in the past few years have meant considerable loss to that country through decreased prices.

BRAZIL GRATEFUL TO THE UNITED STATES

"Whether or not the Brazilian Government would financially support a coffee propaganda in the United States, I cannot say. Certainly, the people and the Government of Brazil feel thankful to the United States as its largest customer of its greatest export crop."

Mr. Momsen was asked whether the financial condition of the Brazilian Government would warrant an outlay of \$25,000 or \$50,000 as a contribution towards the \$100,000 publicity fund which is being sought by American coffee interests.

DEFICIT PREVENTS GOVERNMENT SUPPORT

"My official position, of course, does not permit me to speak of such matters," replied the vice-consul, "but I may refer you to the recent annual message of President Wenceslan Braz to the Brazilian Chamber of Deputies, outlining the budget for 1917. This budget estimated the gen-

eral receipts of the Government at \$144,827,395, and the expenses at \$152,400,890, from which you will note an annual deficit of \$7,573,495. The President recommended an increase in the tariff charges of the Government-owned railroads and steamships and in the taxes on coffee, sugar, preserved foods and other articles. An income tax was also proposed.

"You will see, therefore, judging from these official figures, that the Brazilian Government is in no financial condition to grant a subsidy or support, in any other than a moral way, such a coffee propaganda, much as it would undoubtedly like to do so in view of the possible benefits to the coffee trade, and hence to the industrial interests of Brazil."

COFFEE FIRMS IN NEW CHAMBER OF COMMERCE

Mr. Momsen stated that he was in this country primarily as the field representative of the American Chamber of Commerce for Brazil, in order to explain verbally the objects of the Chamber and what it hoped to accomplish for American business interests in that country. It is the first effort at organization among the important American commercial interests of Brazil, and two large coffee houses in its membership are Hard, Rand & Co. and W. R. Grace & Co. The vice-consul is now on a tour of all of the larger cities of the United States, talking up trade extension in Brazil and, particularly, the Chamber of Commerce movement there. He expects to remain in this country until about September 15.

The presence in New York of Dr. Lauro S. Muller, Brazilian Minister of Foreign Affairs, who was granted a four-months' leave of absence in May, and the reported coming of Ambassador Edwin V. Morgan were mentioned to Mr. Momsen as possibly having some bearing upon the Brazilian Government's participation in the coffee propaganda. He smiled and suggested that perhaps the two diplomats mentioned might be consulted, but so far as he was aware, he knew absolutely nothing about the matter.

FAST PASSENGER LINE TO NEW YORK NEEDED

Just before leaving New York on his tour, Mr. Momsen, in an after-luncheon speech before the members of the Rotary Club at the Hotel McAlpin, said that fast passenger steamers to run between New York and Rio de Janeiro would prove of inestimable value to the United States in developing and cementing trade relations with Brazil. "It is the thing we need most," asserted the consul. "The leading men of Brazil would welcome such a line with open arms and an im-

mense business is awaiting its establishment." The establishment of a branch in Rio of the National City Bank of New York had improved credit conditions greatly and increased American trade with Brazil.

OFFICERS OF AMERICAN CHAMBER OF COMMERCE

Mr. Momsen gave to this journal the latest authoritative information concerning the American Chamber of Commerce for Brazil whose activities, he said, were destined to play a most important part in Brazil's future trade relations with the United States. The officers for 1916 are:

Honorary president, The Honorable Edwin V. Morgan, American Ambassador to Brazil; honorary vice-presidents, The Honorable A. L. Moreau Gottschalk, American Consul General at Rio de Janeiro; His Excellency Dr. Lauro S. Müller, Minister of Foreign Relations of Brazil; His Excellency Dr. José Bezerra, Minister of Agriculture, Industry and Commerce of Brazil; His Excellency Dr. Domício da Gama, Ambassador of Brazil to the United States; Dr. Amaro Cavalcanti, Brazilian Delegate to the Pan-American Financial Conference, 1915; Dr. H. C. de Martins Pinheiro, Consul General of Brazil at New York City; Dr. M. de Barros Moreira.

Active officers: President, T. B. McGovern; first vice-president, F. A. Huntress; second vice-president, J. E. Johnson; hon. treasurer, D. A. de Menocal; hon. secretary, T. P. Stevenson.

Directors: L. C. Irvine, H. M. Sloat, A. E. Woltmann, Dr. A. R. Shaw, Dr. Chas. Henz, W. V. B. Findley, Dr. Lincoln Hutchinson, W. V. B. Van Dyck, The Honorable A. L. Moreau Gottschalk (ex-officio), Captain William Lowry and W. G. Stevens.

HISTORY OF THE CHAMBER'S FORMATION

The first steps towards the formation of the Chamber were taken in May, 1915, when a circular letter was sent through the commercial circles of the American colony in Rio, asking for an expression of opinion as to the movement. On May 17, at a general meeting of Americans at the Club Central in Rio, a committee on organization was appointed. On June 4 the American Chamber of Commerce of the United States at Washington, D. C., wrote an endorsement of the plan and an offer of assistance, and on June 15 Secretary of State Lansing cabled an additional offer of co-operation. Senator Burton of Ohio was entertained by the prospective members of the Chamber on June 7. On November 19 following the Constitution and By-Laws were approved by the board of directors, and the first meeting of the Chamber as an organization took place on January 5, 1916, when the honorary officers were elected. All firms and individuals who applied for membership before June 30, 1916, were recorded as charter members. On Janu-

May 27 a banquet was given at the Club Central in Rio, in honor of the return from New York of the newly-elected president of the Chamber, T. B. McGovern of the Caloric Company.

TALKS TO COFFEE BUYERS

A Series of Discussions of Coffee Problems Designed to be Helpful to Wholesale and Retail Coffee Distributors

BY WILLIAM B. HARRIS

Coffee Expert, U. S. Department of Agriculture
New York

No. 1—CREDITS

THE question of credits is a vital one for the retail as well as the wholesale merchant. It is a phase of the business that is receiving closer attention in these days of keen competition. In years past, when the margin of profit was much larger than is obtainable to-day, an additional thirty days was hardly considered of any moment. In fact, some concerns boasted of their liberal datings, and it was not uncommon for the large wholesale houses to tell certain of their best customers to pay when it was convenient.

Nothing has emphasized the changed conditions more strongly than a letter recently issued by one of the foremost houses in the trade. The buyer's attention was called to the fact that this house had for years been recognized as one of the most liberal in extending credits. It was pointed out that these long-time accounts had been found unprofitable, and that in future the policy of the house would be to carry customers on a strictly thirty-day basis.

CREDIT SYSTEM HAS BEEN REVOLUTIONIZED

Conditions and competition cause changes in business policy. Short profits and quick turn-overs are the forces operating the powerful business machines of to-day, as against the long profits and easy terms of a decade ago.

The grocer is slowly waking up to the idea that he must get money for his merchandise and that book accounts will not pay his bills. As long as he could take his time, he was able to pull along and, by charging full prices, make up for the losses from those who bought on credit and never expected to pay for what they consumed.

The chain stores have worked a revolution in the credit system. The customers who have all along been good pay were very prompt to take advantage of the lower prices offered for cash. This has in many instances left the grocer with

an undesirable book trade, much of which was unprofitable, and has made it still more difficult for him to meet his own obligations. The result has been the closing up of scores of retail stores and a consequent loss of business. Wholesale houses are becoming more insistent upon prompt payment, as their profits are small and all their purchases are made on a cash basis.

CAUTION NECESSARY IN OPENING ACCOUNTS

The average grocer must readjust his business to the changed conditions. His profits will be smaller, as he is forced to meet chain-store competition. Therefore, he must be much more careful in opening accounts, for losses will not be provided for as in the past.

On the other hand, the plan formerly pursued by certain wholesale houses, of taking a chance with a first order and looking up the rating later, is poor business. There is a class of trade, largely irresponsible, that is always looking for credit. Trade of this description uses a limited credit in one direction as a means of opening an account with another dealer. In a short time a line of credit is secured, amounting to some hundreds of dollars, where there is absolutely no credit responsibility. When the trade finally wakes up, there is nothing to be done but to write the amount off. A little careful investigation through trade channels and not quite so much haste in increasing the amount of sales would save many such losses.

Co-operation between buyer and seller is necessary to a successful business. If merchandise is sold on a thirty-day basis, it is priced accordingly; if on a cash basis, the buyer is entitled to closer figures. On the other hand, the buyer should not expect a discount after the discount period has elapsed and should so conduct his own accounts that he can make settlements with a reasonable degree of promptness as his bills fall due.

BIG COFFEE CONTRACT AWARDED

[FROM A STAFF CORRESPONDENT]

WASHINGTON, D. C., July 19, 1916.—Leon Israel & Bros., New York, have been awarded the contract by the Bureau of Supplies and Accounts, Navy Department, for furnishing the Brooklyn Navy Yard with 1,000,000 pounds of green coffee for \$107,400. Delivery is to be made in shipments of 100,000 pounds each, on ten days' notice. The bids, opened here yesterday, were all from New York concerns, as follows: Leon Israel & Bros., at \$.1074 per pound; William A. Jamison, at \$.1082; J. Aron & Co., at \$.1078, and A. C. Israel, at \$.1075. L. M. L.

ON CUP CHARACTERISTICS

A Series of Condensed Talks on the Various Growths that Find Favor in the American Markets

By R. C. WILHELM
New York

No. 6 EAST INDIAS

THE name "Java" has been applied to coffees produced on the islands of the East India group, but with the advent of pure food legislation the Commission ruled that Javas could only be produced upon the Island of Java and that the coffees from the islands of Sumatra, Timor, etc., must be sold under their respective names. Likewise the name "Mocha" covered the short-berry coffees from Arabia and the long-berry coffees from the district of Harrar in Abyssinia just across the Red Sea. The Commission also ruled that the term "Mocha" may be used only for the coffees of Arabia. In truth, "Mocha" is a misnomer, as no coffee has been shipped from there for a century, that port having been closed by the formation of a sandbar in its harbor. The term "Private Estate" may be applied to almost any coffee, and is therefore misleading. It was meant to distinguish coffees from plantations owned by individuals from those handled indiscriminately at government auctions, which are now discontinued.

SUMATRAS SUPERIOR IN QUALITY TO JAVAS

Javas do not compare favorably with Sumatras in quality. The grassy green coffees are brashy and very thin in liquor. They scarcely equal washed Bourbons and their sole value is that they are "Javas."* A small proportion of Javas, which range from 20 cents to 28 cents, have merit, though they do not equal Sumatras at the price. Java gives the largest production, but these are not the really fine coffees. In Sumatra are located the famous districts of Mandheling and Ankola, as well as those of Corinchie, Padang and Kroe. The supply of Ayer-Bangies, Palembang and Boengies has become so limited as to be negligible. The value of East Indias lies in their smooth, heavy body, the fancies possessing an almost syrupy richness. These characteristics are found in degree in fine old Bucaramangas, and occasionally in a certain class of very fancy old

Maracaibos, these being used as substitutes, or in conjunction with East Indias to reduce costs.

MANDHELINGS THE WORLD'S FINEST COFFEES

Mandhelings, as indicated by their high price, are esteemed the finest coffees in the world, those that are colory sometimes demanding 30 cents or more per pound. The color is not usually the result of age, but is due to the "sweating" which takes place during the three or four months they are in transit in small sailing barques. The coffees are moist at time of shipment, and, with the hatches tightly closed, they steam and foam so that small stalactites sometimes actually form in the hold. Although the hold and partitions are lined with a layer or two of heavy matting, the foam runs down and damages the coffees, so that in Java cargoes a loss must be reckoned. The mould seldom extends more than an inch or so into the mats, which are carefully cut open and the damaged portion skimmed off. These are sold as "skimmings." It is not an invariable rule, but the brown coffees are usually finer in cup characteristics. There is sometimes from 3 cents to 5 cents difference between the brown coffees and those that come in "pale." Steamer shipments do not color during transit.

Ankolas are classed close to Mandhelings, and, although not so heavy in body, their characteristics are similar. They are sometimes given the preference because of their large, regular bean and fine roasting qualities. Corinchies, which are now received in limited quantity, are often used in place of Ankolas, which coffees they closely resemble. They range from 1 to 2 cents under Ankolas in price. Padang is Sumatra's chief seaport, and this name is sometimes applied to Mandhelings. Ankolas, Corinchies and Interiors.

KROES ARE GOOD ROASTERS AND BLENDEES

The coffees from the Island of Timor are classed below Padangs, being inferior in bean and style. Kroes are better known and more widely used because of their liberal supply, which also influences their price. They are good roasters and blenders, usually quite uniform in bean.

From 15 to 40 per cent of good East India coffee will add smoothness and richness to any high-grade combination. A proportion of less than 15 per cent would be smothered by the other coffees. The use of East Indias in blends containing Santos is equivalent to mixing cream with water; it would be wiser to buy milk.

BIG VALUE FOR A "THREE SPOT"

L. D. WHITE, of The White Tea Store, Fairfield, Iowa, writes: "I wish I knew where I could get as much for a other 'three spot.'"

* Since the beginning of the war, Europe has been paying several cents per pound premium for Java and Sumatra coffees, which has resulted in virtually cutting off America's supply. An embargo recently placed by England against the import of Sumatras into Holland, it is believed, will again bring those coffees to this country, though it will likely be next March or April before they begin to be received.

WHO'S WHO IN THE TRADE

An Appreciation of Edward H. O'Brien, President of
C. E. Bickford & Co., San Francisco

EDWARD H. O'BRIEN'S career should inspire young men who are working their way up in the coffee trade. It demonstrates that it is possible to find success in this field in spite of modest beginnings and many handicaps. Mr. O'Brien was not especially favored by Fortune as a youth, being brought up in humble surroundings. Those who know him best agree that the present high position he holds in coffee trade circles is largely the result of his own initiative and hard work. He is distinctly of the self-made type.

BEGAN WORK AT TWELVE YEARS

Mr. O'Brien was only 12 years of age when he secured his first job with Castle Bros., a San Francisco wholesale tea and coffee house, where he served an apprenticeship of about five years. It was here that he learned the rudiments of the coffee business and secured a first-hand knowledge of the coffee roaster's problems, which has since been of much value to him as a coffee broker.

On leaving Castle Bros., Mr. O'Brien entered the employ of C. E. Bickford, a well-known and highly regarded San Francisco coffee broker. His rise from the post of junior clerk was indeed rapid. He soon gained the respect and confidence of Mr. Bickford, and upon the latter's death in 1908 he was willed the business, which he has since conducted with signal success.

In 1912 Mr. O'Brien took in as junior partners P. W. Holmes and J. O. Falkinham, both of whom were associated with Mr. Bickford for many years. The business has since been continued under Mr. Bickford's name, because, in the minds of coffee buyers, it is synonymous with high business ideals and fair dealing, and is today considered one of the firm's greatest assets. Mr. O'Brien states that it is the aim of himself and associates jealously to guard the reputation for integrity which Mr. Bickford built up through twenty-five years' contact with the coffee trade.

DEALS WITH FUNDAMENTALS

An important factor in Mr. O'Brien's success has been his practice of getting at the root of trade problems, regardless of expense. It was a desire to learn the ins and outs of European distributing methods that prompted him to visit all the principal coffee centers of Europe about five years ago. Needless to say, the lessons learned

there made him a more efficient distributor as well as adviser to the green coffee buyer. He deemed it essential to familiarize himself with the producing end of the coffee business, and so visited several of the producing countries, including Brazil, Central America and the Hawaiian Islands. He is one of the few coffee brokers possessing first-hand knowledge of conditions in the countries of production.

IS BUILDING A NATION-WIDE ORGANIZATION

Mr. O'Brien's organizing ability has shown itself to good advantage of late in the establishment of branch offices for his firm in the principal coffee distributing centers of the United States. Within the past year he has opened branches in New York, Chicago and New Orleans, thus giving C. E. Bickford & Co. country-wide facilities for catering to the needs of green coffee buyers.

Not the least of Mr. O'Brien's assets is a strong and pleasing personality. He has a faculty for making friends easily and holding them. Few men in the coffee brokerage business have as wide a personal following among coffee buyers. He has traveled extensively throughout the United States, and has made it a point really to know his customer through intimate personal contact. He also injects this personal element into his dealings by mail.

Mr. O'Brien has many original ideas as to the proper conduct of a coffee brokerage business, some of which he has put into practice to his customer's advantage as well as his own. Many agree that his methods, if applied more generally, would enable brokers to execute better their real function in the scheme of coffee distribution.

Mr. O'Brien is still a young man, being only 40 years of age, and should have many years of useful activity before him.

CENTRAL AMERICAN COFFEES

A circular recently issued by C. E. Bickford & Co., San Francisco, states that the total arrivals of Central American coffee in that port for the first five months of this year exceeded those of any previous year by over 80,000 bags. The circular explained that this situation has been brought about by the European war, together with the favorable rail and water freight rates enjoyed by San Francisco, which permits of the advantageous redistribution of these coffees throughout the United States.

Java is estimated to have exported 85,000,000 pounds of tea in 1915, as compared with 65,000,000 pounds the year before.

IMPORTS OF COFFEE FROM BRAZIL TO NEW ORLEANS, JULY 1, 1915, TO JUNE 30, 1916

BY COURTESY OF CHARLES DITTMANN COMPANY

	Bags.		Bags.
J. Aron & Co., Inc.	355,450	Ennis-Hanly-Blackburn Coffee Co.	3,000
S. Fleiter & Co.	200,972	John Haul's Sons Co.	3,000
Stewart, Carnal & Co., Ltd.	157,457	Blue Ribbon Ltd.	3,000
Leon Israel & Bros.	125,512	W. R. Grace & Co.	3,000
Hard & Rand.	92,040	Davison & Murphy.	3,000
A. C. Israel.	73,978	Franklin MacVeagh & Co.	2,951
Order.	68,599	Grossfeld & Roe Co.	2,875
Steinwender, Stoffregen & Co.	65,750	Frank C. Marshall & Co.	2,750
M. Levy's Sons.	55,000	Nicholas Burke Co., Ltd.	2,750
Jewell Tea Co.	46,384	Dwight Edwards Co.	2,550
H. P. Coffee Co.	45,650	W. M. Hoyt Co.	2,501
Durand & Kasper Co.	44,590	Yave-McLard Mercantile Co.	2,500
Thomson & Taylor Spice Co.	44,438	Frank Lind.	2,500
E. B. Millar & Co.	37,728	W. B. & W. G. Jordan.	2,400
Edw. Weston Tea & Spice Co.	34,000	Breen & Delaittre Co.	2,300
A. J. Kasper Co.	29,810	Muskogee Wholesale Grocery Co.	2,250
Bell Conrad Co.	23,991	Wm. McMurray & Co.	2,250
Jas. H. Forbes Tea & Coffee Co.	23,714	Paddock Coffee & Spice Co.	2,250
Hanley & Kinsella Coffee & Spice Co.	22,900	McGee, Brady Co.	2,050
Chick-Nut Coffee Co.	22,000	Orr, Mizell & Murray.	2,000
Reid, Murdoch & Co.	20,750	Rotan Grocery Co.	2,000
Louis J. Bright.	20,750	Hulman & Co.	2,000
Wm. Schotten Coffee Co.	19,958	S. Hamill & Co.	1,875
Meyer Bros. Coffee & Spice Co.	19,303	J. B. Bright & Son.	1,500
Western Grocer Mills.	18,151	Calumet Tea & Coffee Co.	1,500
Sprague, Warner & Co.	15,485	Jewett & Sherman Co.	1,500
Swanson Bros.	15,373	Oliver Finnie Co.	1,500
Fletcher & Wilson Coffee Co.	14,750	J. & M. Schwabacher, Ltd.	1,500
F. W. Hinz & Son.	14,250	Guatemala Coffee Co.	1,250
McCloskey Bros.	14,000	C. Schenckberg Co.	1,250
Ridenour Baker Grocer Co.	13,250	H. R. Hall Co.	1,250
Montgomery, Ward & Co.	13,250	Fred'k J. West, Inc.	1,250
Phillips-Trautwick Co.	13,145	Jones-Thierbach Co.	1,250
Roth Honeycutt Coffee Co.	12,000	N. O. Coffee Co., Ltd.	1,250
Denson Coffee Co.	11,492	Poley Bros. & Quinlan.	1,250
Grocers Coffee Co.	10,650	Western Coffee Co.	1,250
Sherman Bros. & Co.	10,546	Gontard & Co.	1,250
Geo. Rasmussen Co.	10,129	Ullman, Stern & Krause, Inc.	1,175
J. Hy. Koenig Co.	10,000	Matthews-Phillips & Co.	1,000
Cinmax Coffee & Baking Powder Co.	9,750	C. H. Wittich & Co.	1,000
Culbin Sons Co.	9,632	Stewart-Gwynne Co.	1,000
Steele, Wedles Co.	9,585	Jas. Heekin & Co.	1,000
Ouerbacher Coffee Co.	9,350	International Coffee Co.	1,000
Athletic Tea Co.	9,250	The Codville Co.	850
Charles Dittmann Co.	9,000	Knell & Pregel Co.	750
A. Engelhard & Sons Co.	8,450	Paxton & Gallagher.	750
Time Bros.	8,150	Wulff Grocery Co.	750
Arbuckle Bros.	8,000	Seudders-Gale Grocery Co.	750
Mauzy Coke Co.	7,750	American Coffee Co. of N. O. Ltd.	500
Wapples-Platter Grocery Co.	7,750	Newmark Bros.	500
McNeil & Higgins Co.	7,633	Wakem & McLaughlin, Inc.	500
Johnson-Layne Coffee Co.	7,622	Jett & Wood Grocery Co.	500
C. F. Blanke Tea & Coffee Co.	7,500	Hills Bros.	500
St. Louis Coffee & Spice Mills.	7,100	Roundy, Peckham & Dexter.	500
Biederman Bros.	6,750	H. T. Cottam & Co., Ltd.	500
Atwood & Co.	6,712	Titus & Martin Co.	500
Norwine Coffee Co.	5,750	Hy. Horner Co.	500
The Geiger Fishback Co.	5,750	Crossman & Sielcken.	500
McFadden Coffee & Spice Co.	5,650	Haas-Lieber Grocery Co.	500
Reichheimer Coffee Co.	5,511	Magnolia Coffee Co.	500
Fletcher Coffee & Spice Co.	5,500	Nicholson & Bain.	500
Griggs-Cooper Co.	5,150	Columbia Coffee Mills.	500
Publ-Webb Co.	5,162	Tilman & Bendel Co.	500
W. K. Seago.	5,000	Lang & Co.	500
E. R. Godfrey & Sons.	4,800	Wm. Steiner & Co.	500
Rust-Parker Co.	4,750	Wm. Braid & Co.	500
Biston Coffee Co.	4,675	W. H. Maikin Co., Ltd.	500
Ridenour Baker Mercantile Co.	4,650	Gildehouse, Wulff & Co.	500
Southern Coffee Mills.	4,250	J. H. Allen & Co.	500
Nash-Smith Tea & Coffee Co.	4,000	Koehler, Clemens Co.	500
S. H. Hubstad & Co.	3,788	T. J. Henderson.	500
Norton & Cird Co., Inc.	3,750	Rockford Wholesale Grocery Co.	500
Wm. Grossman & Co.	3,741	John A. Tolman Co.	500
Phinkett & Jarrell Grocery Co.	3,500	A. McDonald & Co.	500
Halligan Coffee Co.	3,500	John Sexton & Co.	500
Shelby Candy & Coffee Co.	3,500	Stone, Ordean & Wells.	500
Kansas City Wholesale Grocery Co.	3,500		
C. T. Check & Sons.	3,500		
		Totals.	2,181,122

BRAZIL'S COFFEE EXPORTS FOR FIRST QUARTER OF 1916

During the first three months of 1916 Brazil exported coffee to the value of \$31,865,000 as against \$45,599,000 for the same period in 1915 and \$44,100,000 for the first quarter in 1914. The coffee shipments represented a little more than

one-half of the total Brazilian exports for the period, a big falling off from the two preceding years when the coffee exports constituted about two-thirds of all the exports. One reason assigned is the coffee embargo of the allies.

THE PRACTICAL TEA MAN

¶ A Department devoted to the discussion of tea problems of importance to the trade, with the news of the tea packing and jobbing field. ¶ Subscribers' questions of general trade interest will be answered here free of charge.

TALKS TO TEA BUYERS

A Series of Discussions of Tea Problems Designed to be Helpful to Wholesale and Retail Tea Distributors

By S. LIVINGSTON DAVIS
New York

No. 2 -BULK TEA VS. PACKAGE TEA

THE question as to whether it is advantageous to push bulk or package tea is an individual problem to be decided by each dealer according to the requirements of his business. I may, however, be helpful to him by mentioning some of the advantages of each method of distribution.

There is no reason why both the jobber and the retailer should not deal in both bulk and package teas, but he will naturally follow the line of least resistance and push whatever shows the best return for his efforts and promises the best future result.

HOW THE JOBBER REGARDS THE QUESTION

From the jobber's viewpoint bulk teas are the easiest and most attractive to handle and the saving in the expense of the cost of packing is considerable. Under present conditions the popular size one-half-pound packets will cost to pack in lead, including label, labor and shipping case, fully 8½ cents a pound above the cost of advertising, which amounts to considerable, but cannot be accurately estimated.

One of the disadvantages of bulk goods to the jobber is the fact that he is compelled to carry a large assortment of all kinds and grades likely to be called for by his trade, and on almost every sale he makes he must compete with the offerings from other houses. These offerings are frequently claimed to be of better quality than the tea being used by the buyer. Unfortunately, retail buyers, as a rule, are not sufficiently good judges of tea to tell by a small sample the relative merit of a tea by merely looking at it without drawing it, and this is the usual method of buying small lots at the present time.

If the jobber is developing his business through advertising, he should unquestionably go in for package goods and should, moreover, sell all his bulk goods under his advertised brands and refrain from putting up goods under the retailer's own name or brands. When brands have once become established and the tea is giving satisfaction, the orders come along regularly and competitors will have a much more difficult time getting the business away.

THE RETAILER'S VIEWPOINT

From the viewpoint of the retailer, it is unquestionably much the easiest way to handle recognized advertised brands of package teas. The quality of these is usually known to the consumer and the price is satisfactory to him. The bother of weighing out and wrapping up is eliminated, and the argument of cleanliness appeals to the people. Moreover, the margin of profit assigned to him by the proprietor compares favorably with the profits on other lines in which he deals.

On the other hand, if the retailer is a tea man, knows tea, and is interested in it, he can handle bulk teas in such a manner as to give *better* quality at the same price and, at the same time, make tea one of the most profitable articles he handles. By a little study of the tastes of his customers and a little salesmanship, he can convince his trade that he can furnish them with just the tea to suit their particular fastidious taste; and, when he does have complaints, he can make suitable changes to satisfy his customers.

MORE ECONOMICAL TO BUY BULK TEA

The intelligent buyer can purchase bulk tea at 10 cents to 20 cents a pound below the price he must pay for package tea, and can buy what *he* wants and not what the packer wants to sell.

There is no doubt that the demand for package tea is still increasing, in common with the demand for package goods of every description, and this is one of the causes of the high cost of living at the present day.

BLACK TEA IN JAPAN

Production Thirty Per Cent Larger Than Last Year's
and American Demand Increasing

[FROM A STAFF CORRESPONDENT]

WASHINGTON, D. C., July 28, 1916.

THE following interesting item has recently been received here relative to Japan's black tea trade:

"It has often been reported that the making of black tea in Japan marked a turning point in Japan's tea refining. The Central Tea Merchants' Guild has decided this year to increase the fund to be awarded for the encouragement of black tea. The Black Tea Experimental House in Shizuoka has recently increased the plants. The same house commenced the black tea refining on May 5, 1916, and closed the refining of the first crop of tea on May 31. The result of this year's crop and refining seems to have been very good. The leaves used were 5,004 kuamme (kuamme = 8.26733 pounds), the value being 43 sen (sen = 1/2 cent) per kuamme, and these, after being turned to black tea, will count about 10,000 kin (kin = 1.3 pounds). As the result of the experiments and study since last year, the black tea refined for this year is good in quality, and orders have been received from several American firms.

"The conditions were far better this year than last, because the raw leaves, which were valued at 53 sen per kuamme last year, are 10 sen cheaper this year, and because the experiments made remarkable progress. The making of black tea is not confined to Shizuoka Prefecture only, but is being tried in Kyishu and other tea provinces with more or less success, and the total production is now rapidly increasing. It is said that the total production of black tea this year in Japan is about 30 per cent larger than last year, and the demand in the American market is increasing. The prospect is now quite satisfactory, and it is expected that the position of Japan's tea trade will in the future become more secure."

L. M. L.

TACOMA TEA EXAMINER'S ASSISTANT

[FROM A STAFF CORRESPONDENT]

WASHINGTON, D. C., July 28, 1916.—L. A. Smith, who has been working as a technical chemist in the Panama Canal Zone, and who is to be a technical assistant to L. G. Fenton, the tea examiner at Tacoma, Wash., has left for his new post.

L. M. L.

ANNUAL TEA REPORT

Statistics Showing the Various Kinds and Quantities
of Teas Passed and Rejected During the Fiscal
Year Ending June 30, 1916

THE Supervising Tea Examiner's annual report shows that 109,530,526 pounds of tea were offered for importation into the United States during the fiscal year ending June 30, 1916, as against 95,306,854 pounds for the previous fiscal year. Of this amount 1,768,573 pounds were rejected, compared with 948,475 pounds rejected in 1915. This figure does not represent the actual rejections, because many of the cases were appealed to the Board of Tea Appeals and much of this tea came through.

Of the amount rejected 2,163 pounds were refused because of color or facing, as against 209,382 pounds last year. It is said that practically all of the rejected this year was old tea and did not come to the United States from the country of origin. This big falling off in rejections has come about, it is thought, because China now understands that this country means strictly to enforce its color regulations, and the Treasury Department hopes that through this strict enforcement the rejections during the next fiscal year will be practically nil.

A noticeable increase was in the importation of India and Ceylon teas, which expanded from 27,445,211 pounds last year to 35,287,430 pounds in 1916, and in Japanese teas from 28,169,216 pounds in 1915 to 33,682,428 pounds during the past fiscal year.

Importations of teas at the various American ports all showed increases with the exceptions of St. Paul and San Francisco. Importations at New York increased from 32,266,495 pounds in 1915 to 38,026,715 this year; at Chicago, from 11,789,684 pounds to 14,966,002 pounds, and at Puget Sound from 21,447,852 pounds to 28,768,595 pounds in 1916.

KING GEORGE'S TEA \$3 A POUND

Many years ago when King George was on a visit to the Czar he contracted a liking for the so-called Russian tea and the habit still sticks. King George drinks Russian tea and pays a big price for it. His last tea bill was at the rate of \$3 a pound. But the King drinks tea only once a day, at breakfast, so that a pound of tea lasts him quite a long time. The Queen drinks China tea at \$1.56 a pound. Queen Mary takes tea at breakfast, in the afternoon, and sometimes before going to bed.

THE PRACTICAL SPICE MAN

¶ A department containing matter of special interest to Spice Importers, Spice Grinders and Spice Dealers; also the news of the Spice Trade.

TALKS ON SPICES

Series of Articles Dealing with the Uses and Trade Characteristics of the Leading Spices Coming to the American Market

BY WILLIAM ARCHIBALD
New York

No. 8—GINGER

GINGER has been a familiar and popular spice and medicine for many centuries. The Greeks and Romans seem to have procured it from the East through the Arabian traders, and as early as the eleventh century it was mentioned in the English leech-books. In the thirteenth and fourteenth centuries it ranked next to pepper, then the commonest of all spices. It was first introduced into America in New Spain (Mexico). The record of exportation from the West Indies goes back to 1547, when large quantities were sent to Spain.

THE GINGER OF COMMERCE

The ginger of commerce consists of the underground stem or rhizome of a plant known as *Zingiber Officinale*, order *Scitamineae*. The rhizomes produce slender, reed-like shoots, at intervals, about three feet tall. The fruits are seldom produced, as the plants are grown from cuttings from the rhizome. The plant, therefore, is unknown in the wild state and there are few varieties. A large part of the crop is grown in private gardens along with other native plants and, indeed, it seems to be most successful this way, as the crop is a very exhausting one for the soil, rendering it valueless for ginger planting after a few years unless extensively worked with fertilizers.

The planting season is during March and April, sometimes later, depending upon the wet season. The plants usually appear aboveground in about fifteen days, and the rhizomes are dug during December to January and often on until March. The digging takes place when the stems turn from green to yellow and wither. The rhizomes are collected, the roots and stems broken

off, and all earthy matter clinging to them removed. The ginger is then prepared for market either as cured or dried ginger, or as green ginger. The latter form is prepared in the Canton section of China. The green rhizomes are cleaned and boiled in water, then boiled in a syrup of water and sugar until the ginger has become thoroughly saturated. It is preserved in cans or jars for shipment. This preserved ginger is also dried and used as candied ginger.

HOW DRIED GINGER IS PREPARED

Dried ginger is prepared for commerce in either the rough or coated form, or in the smooth or peeled form. The rough-dried ginger is merely scalded in hot water and then spread out in the sun for several days to dry. The peeled ginger is made by peeling off the outer covering of the rhizome. This requires some skill, especially when peeling between the toes of the rhizomes or hands. After peeling, the ginger is washed in water and then dried. The ginger loses about 70 per cent of its weight in the process.

Ginger comes to this market in the dried form from Jamaica, West Indies; Sierra Leone and Liberia, Africa; India, and Japan. The preserved ginger comes from China, where owing to the dampness and the greater amount of moisture in the rhizomes it is not successfully dried for commerce.

JAMAICA GINGER BY FAR THE BEST

The Jamaica ginger is by far the best. Its better grades are always peeled and are light in color, large, resinous and brittle. It is packed for market according to size and color, the large bright fingers bringing the highest price; the smaller, but smooth and bright, pieces making second choice, and the dark and rough pieces forming the grinding grade.

Ratoon root is also received. This is small, shriveled, soft, and undesirable, and consists of the rhizomes which are not dug up fresh, but which are left in the ground for further sprouting.

The finer qualities of Jamaica ginger are sometimes bleached and lined for the purpose of making a more attractive-looking article for selling whole. Jamaica ginger is used by extract manufacturers and the fancy candy, baking and drug trades. It is packed in barrels or bags of about 150 pounds each.

SIERRA LEONE AND LIBERIAN GINGER

African ginger is brought to the market in two grades, the Sierra Leone and the Liberian, the latter being darker and not considered as desirable as the former. It is rough, yellowish brown-skinned ginger, usually in small, fairly fat pieces, and has a strong, pungent flavor. It is used mostly for grinding. The bags average about 100 pounds each.

There are a number of Indian or Cochin gingers on the market. The better grades grind light in color and possess a good pungent flavor, considered by many as second to Jamaica. The large pieces, washed and smooth, are called Lemon Cochin ginger. The select root, when bleached, is graded as A, B, C Cochin ginger, and smaller shriveled pieces and rejections of the better grades are called D Cochin ginger.

Japan ginger is a small, roundish root, shipped to this market from Japan. It is always lined and does not compare favorably with the other grades in flavor. It is used for selling whole.

During the summer months we also receive from the West Indies, mostly from Jamaica, some green, undried ginger, which is used for preserving fresh fruit, etc. This ginger is in demand only during our preserving season and is not very popular with either shipper or importer, as unless it goes promptly into consumption it is not likely to keep long in good condition.

SPICE ASSOCIATION MEETS

Committee Appointed to Confer with Extract Association Committee on Amalgamating the Two Bodies—Election of Officers—Pepper Controversy with the Federal Bureau of Chemistry

THE proposed amalgamation of the Flavoring Extract Manufacturers' Association and the American Spice Trade Association, which was the most important topic of discussion at the recent annual convention of the former at Atlantic City, was likewise an important subject for debate at the annual meeting and election of the latter, held on August 2 at 124 Front street, New York.

The fact that the meeting was more largely attended than any in years indicated that this matter was regarded by the members of the spice trade association as one vitally affecting the work and future welfare of that organization.

Other subjects discussed were the question of Governmental delay in the detention and exclusion of crude spices at ports of entry, the strengthening of the association's arbitration rules, and the matter of increased dues to provide for adequate service for the manufacturing members, including permanent counsel and a paid secretary.

EXTRACT ASSOCIATION OFFERS TO COMBINE

Mr. Joyce, of the A. Colburn Company, Philadelphia, representing the Flavoring Extract Manufacturers' Association, laid before the meeting the suggested amalgamation of the two bodies, and on motion the president was authorized to appoint a committee of five members, including himself, to confer with a committee of the other association, and to report back to the spice trade association. The president reserved the appointment of this committee until later.

SPICE ASSOCIATION SEEMS TO FAVOR MERGER

After the meeting the secretary of the association, John Clarke, stated that the suggested amalgamation of the two organizations had not been discussed in detail, the whole matter being left to the conference committees to be appointed by the respective bodies. In the absence of any definite proposition from the flavoring extract men, the members of the spice trade at the meeting would express no opinion except to voice the general feeling that if the amalgamation proved practicable, there might be a prevention of duplication and parallel activities and a gain in strength for both organizations.

ASSOCIATION PROTESTS PEPPER HOLD-UPS

A letter from E. W. Durkee, chairman of the association's standard committee, to Dr. R. L. Emerson, acting chief of the Bureau of Chemistry, Department of Agriculture, Washington, D. C., answering the Department's recent decision and protesting against the losses, delays and uncertainties arising from the Government's detention and exclusion of peppers, was read and approved by the members. The chief points brought out in this letter were that Lampong pepper, unmanufactured, is a natural product, and is shipped to foreign ports exactly as it is picked and cured in Sumatra; that American importers buy it in the East and in Europe and the quality is identical, and that the Government was not

justified in detaining the parcels of Lampong, because their quality and weight came up to the required standards. In conclusion, Mr. Durkee asked the Bureau of Chemistry whether it was willing to accept the standards of the association for grades and qualities, and if not whether the Bureau would so notify the spice trade and thus stop importations, saving the importers money.

PRESIDENT'S ANNUAL REPORT

President Weikel, in his annual report, spoke of the association's action in the matter of the Government's hold-up of importations of spices, seeds, herbs, etc., alleged to be adulterated. The decision of the Department of Agriculture has just been announced, and will be found on this page of THE TEA AND COFFEE TRADE JOURNAL. The president's report also referred to the arbitration work of the association; to the suggestion that a paid secretary or counsel be employed, in order to secure more publicity for the members and accomplish more effective results, and to the proposed amalgamation with the Extract Manufacturers' Association.

IMPORTANT MOTIONS ADOPTED

Motions adopted by the meeting were as follows: Referring the matter of amending the contract rules covering arbitration to the contracts committee; authorizing the directors to take steps towards joining the United States Chamber of Commerce, and referring to the directors the matter of raising the annual dues to provide for a paid secretary and counsel.

ELECTION OF OFFICERS

The president, William D. Weikel, of the Weikel & Smith Spice Company, Philadelphia, presided. The election of officers resulted in the following being unanimously chosen: President, William D. Weikel (re-elected); vice-president, R. A. McCormick, of McCormick & Co., Baltimore; secretary, John Clarke, of John Clarke & Co., New York (re-elected); treasurer, T. Greidanus, New York (re-elected); director to serve three years, Louis Hagen, of Lewis German & Co., New York.

Arbitration Committee—E. W. Durkee, of E. R. Durkee & Co., New York; Lomax Littlejohn, of L. Littlejohn & Co., New York; Samuel Lee, of Hewlett & Lee, New York; Benj. H. Old, of Old & Wallace, New York; Patrick W. Walsh, of Van Son & Co., New York.

The treasurer's report showed a balance of \$1,395.20.

LIGHT PEPPER BERRIES SANCTIONED

[SPECIAL CORRESPONDENCE]

WASHINGTON, D. C., Aug. 1, 1916.—The Department of Agriculture has been requested to define its views with relation to the application of the Federal Food and Drugs Act to importations of crude pepper. Careful consideration has been given to representations made at a hearing accorded importers and distributors on March 2, 1916. The Department will not hereafter, unless notice to the contrary be given, recommend the detention of crude pepper, offered for entry, on account of the presence therein of light berries in the amounts in which they are customarily present in crude pepper of recognized commercial grades.

On the other hand, the Department will continue to recommend to customs officials that importations of crude pepper be detained if, upon examination, they are found to contain pepper shells or other adulterants, or to be wormy, or to consist in whole or part of a filthy, decomposed or putrid substance, or in any wise to be injurious to health. Ground peppers will be regarded as adulterated and misbranded, if upon examination they are found not to comply with the standards adopted by the Department.

WOULD TAX FLAVORING EXTRACTS

Senator Phelan, of California, has introduced an amendment to the general revenue bill in Congress (H. R. 16,763) which would have the effect of placing a flat tax on all flavoring extracts, perfumes and other products containing distilled spirits. This is the Phelan amendment: "On each bottle or other container of liquors, cordials, compounds or preparations containing distilled spirits or wine, 1½ cents on each one-half pint or fraction thereof."

Attorney Thomas E. Lannen, of the Flavoring Extract Manufacturers' Association, in a circular letter to the members of the association, writes:

"This would be in the nature of a stamp tax and would be a sur-tax over and above the revenue tax already paid for alcohol.

"Senator Pomerene, of Ohio, at once came to our rescue and introduced an amendment which, among other things, would wipe out the taxing provision altogether, thus making it certain that we would not be taxed.

"The wine industry of California is back of the Phelan amendment, and this is an attempt of that industry to escape its share of taxation and saddle it onto other industries; and, unless our members and others get back of the Pomerene amendment and give Senator Pomerene all the moral support possible, he may not be able to prevent the tax from being imposed."

THE PRACTICAL EXTRACT MAKER

¶ A department devoted to interests of manufacturers of Flavoring Extracts, Perfumes and Toilet Preparations.

EXTRACT MANUFACTURING

A Series of Articles Dealing with Various Phases of the Extract Business, Designed to Benefit Both Manufacturer and Distributor

BY HENRY I. ROSNER
New York

No. 6—GINGER FLAVOR

THE use of ginger flavor seems to have diminished perceptibly within the last decade, the soda water industry alone continuing the use of this deservedly popular beverage. In cooking and baking the flavoring art seems to be lost; hence, very rarely does one find the old-fashioned spice-jars in the modern kitchen.

Ginger is the only spice taken from the root. The plant is grown in many tropical countries. The Jamaica ginger is considered best. The root is either scalded and peeled or left unpeeled and simply subjected to sun drying. Ginger is known in commerce in two distinct forms, coated and uncoated ginger. For the first the pieces are washed and dried in the sun. In this variety the ginger presents a brown, wrinkled surface. The uncoated ginger is the result of washing, scraping, sun drying and often of a subsequent bleaching. The white-washed appearance of most of the ginger on the market is due to an artificial coating of whiting or even sulphate of lime. This can readily be detected by the ease with which this flaky coating rubs off.

The principal ingredients of ginger are starch, volatile oil and the resin. The oil constitutes the aromatic principle, while the resin possesses the pungency.

METHOD OF EXTRACTING GINGER

The extraction of the flavor from the root does not involve the difficulties that are complained of by many. The entire process is a question of solubility. A concentrated extract can be had by percolation, using pure alcohol as a solvent. This extract can then be diluted. Reducing the alcohol before extraction always involves extreme filtering difficulties.

Thoroughly wash powdered pumice by boiling and repeated clear water washings. Mix one pound of ground ginger with two ounces of powdered washed pumice. Moisten with cologne spirits. Pack the percolator and add sufficient cologne spirits until the mass is just covered. Allow to stand 24 hours and percolate. Continue process until one-half gallon is obtained. This extract can be diluted with a pint of heavy syrup without precipitation and used for general flavoring purposes.

RENDERING THE EXTRACT SOLUBLE

Since the largest demand for ginger flavor is from the soda water manufacturers, the matter of rendering the extract soluble is important. Various experiments have demonstrated the following: 1—The processes are all variations of methods of removing most of the resins; 2—The removal of the resins unquestionably changes the character of the flavor; 3—Only partial solubility is effected.

Take one-half gallon extract prepared as above, eight ounces of washed pumice, and one gallon of water. Pour the ginger extract into a bottle. Add the pumice and subject to repeated shakings. Add one pint of warm water at a time. Subject to vigorous agitation after each addition of water. Allow to stand twenty-four hours and filter.

The bottler who uses the soluble extract, however, finds it lacking the characteristic bite of the ginger; the process of rendering the extract soluble practically removes a large portion of the resins which constitutes the pungency. To overcome this defect capsicum extract is added. Extract with capsicum cannot be labeled as pure ginger.

WHAT GINGER ALE FLAVOR REALLY IS

The ginger ale flavor is an aromatic blend of soluble ginger extract and oils such as lemon, orange, and a trifling amount of the spice oils, such as cardamon and mace, with the addition of capsicum.

The preparation of ginger flavor from the oleo resins is simple and efficacious but not as economical as the use of the root.

THE WHOLESALE GROCER

¶ A department devoted to matters of special interest to wholesale grocers packing cocoa, rice, olives, olive oil, preserves, jams and condiments, in addition to teas, coffee and spices.

WILL THE JOBBER SURVIVE?

The Author of This Article Argues That He Will, Because the Jobber is a Public Necessity and His Co-operation with Manufacturer and Retailer is Indispensable*

By CARL A. LAUTZ

President, American Specialty Manufacturers' Association

ONE of the questions frequently put to me runs something like this: "Do you think the jobber's days are numbered?" My father and grandfather handed down the tradition that soft soap is not a desirable commodity, so I will be perfectly frank and state that my reply invariably has been: "I believe that the jobber's days, like the hairs of his head, are numbered."

THE JOBBER A CONVENIENCE AND A NECESSITY

Why, of course we can get along without the jobber—when we scrap the railroads and go back to the camel—when we discard the automobile for the ox cart—when we throw the telephone out of the window and deliver our messages on foot—when we are willing to return to the "fig-leaf" days, we will have no more use for the jobber, and then will his days come to an end.

Pending the arrival of the time when every man becomes willing to live on the product of his own garden patch, the jobber will continue to be both a convenience and a necessity to millions of our fellow citizens. He will continue to gather for us, from the four quarters of the globe, those things which delight our palate.

JOBBER AND MANUFACTURER MUST CO-OPERATE

Associations of business men must co-operate for the good of all in order to secure the good of each. The time has gone by in our commercial and industrial development when any business enterprise lives unto itself alone. Not until we realize the urgency of co-operative action will we meet with the greatest measure of success.

We are all business men trying to build up a maximum efficiency and a minimum cost. It is,

*Address before the recent Boston convention of the National Wholesale Grocers' Association.

therefore, foolish to permit conditions to exist which encourage inefficiency. Unfair trade practices, unfair competition, dishonesty in dealing, all flourish in the darkness of a lack of mutual co-operation and misunderstanding.

MAXIMUM DISTRIBUTION AT MINIMUM EXPENSE

The essence of the merchandising of specialty groceries is the order; the ultimate object is a maximum distribution at a minimum expense. The manufacturer does not approve of any method of salesmanship which deceives or imposes upon the retailer. He will not countenance it if he knows of it. All the manufacturer asks is fair play, with the greatest honors to the most enterprising and deserving.

As a result of our educational work (and education is the only corrective method we have employed), the percentage of improper non-deliveries has gradually been reduced. Conditions are now much more satisfactory than they were a few years ago, and this success has been made possible only through the co-operation of the jobber.

But much remains still to be done. In order to know exactly the condition of deliveries we are engaged in checking the delivery of orders at the source—at the retailer. The facts we are uncovering give us an exact record of non-deliveries and the reasons therefor. We know whether an order is genuine or stuffed, whether delivery was not made and why, and we also know the retailers and jobbers who are not co-operating in this general betterment work.

TRADE ASSOCIATIONS A SACRED PUBLIC TRUST

I wish to leave with you one serious thought. It is this: Our trade associations, representing the deliberate and best opinion of a great industry, are a sacred trust which we must hold secure against any possible abuse. The future of American business lies in trade co-operation. The future of the grocery trade of this country is in the hands of these three great related grocery associations, representing the manufacturer, the wholesaler and the retailer.

Our organizations stand as the stalwart protectors and promoters of the interests of the

industry, or part of an industry, represented therein. It is our object to eliminate abuses and injurious practices, and constructively to promote that which will be for the common welfare.

ASSOCIATION MUST WORK FOR PUBLIC BENEFIT

There is a tendency abroad to inject the legislative regulation into the field of competition to save or assist certain phases of competition. Conflicting interests look to the association for encouragement and assistance in matters purely personal or competitive. We must raise and maintain our associations above the field of conflicting personal or competitive interest, taking only such action as will benefit the general public, and very carefully refrain from lending our influence to the destruction of that which is legitimate.

NEW MISBRANDING ACT

Barkley Bill Provides Severe Penalties for False Labeling and Misleading Advertising of Branded Articles

[FROM A STAFF CORRESPONDENT]

WASHINGTON, D. C., July 12, 1916.

HOUSE BILL NO. 10,496, which was introduced by Representative Barkley, and which is known as the "Misbranding Act of 1916," has just been favorably reported, with amendments, and placed upon the House calendar.

Section 2 provides a fine of \$500 for the first offense, \$1,000 for each subsequent offense, and imprisonment for one year for any person who shall ship or deliver misbranded original unbroken packages to or from any State, Territory, the District of Columbia, or a foreign country.

Section 6 states that an article shall be deemed to be misbranded:

(1) If it be an imitation of, or offered for sale under the name of, another article; (2) if the contents of the package, as originally put up, shall have been removed in whole or in part, and other contents shall have been placed therein; (3) if in package form, and the contents are stated in terms of weight, measure, numerical count, or quality, they are not plainly and correctly stated on the outside of the package; (4) if there is branded, upon an article, or upon any label, or other appendage, or upon any package, wrapper, or other receptacle, any statement or design which is false or misleading as to the State, Territory, or country in which it is manufactured or produced, as to the materials of which it is composed, as to the mode of its production, as to being the subject of an existing patent or copyright, as to

its being the product of any person other than the person whose product it is in fact, or which indicates that the article is of a character or quality different from its real character or quality, or that it is an article known by some other distinct name, or if there are applied thereto the name or initials of any person in any false, or deceptive manner, or which is false, or deceptive in any other particular; (5) if there is published concerning said article in any newspaper, magazine, book, pamphlet, circular, or other publication or advertisement, any false, or deceptive word, statement, representation, symbol, or device as to any of the matters or things stipulated in the foregoing subsections.

Section 7 provides that no dealer shall be prosecuted when he can establish a guaranty signed by the wholesaler, jobber, manufacturer, or other party residing in the United States, from whom he purchased such articles, to the effect that they are not misbranded.

L. M. L.

GROCERY TRADE DIGEST

¶ The most important news happenings of the month boiled down for busy readers.

SHREDDED WHEAT COMPANY WINS POINT

The Shredded Wheat Company has won another point in its suit against the Ross Food Company in the Federal District Court of New Haven, Conn., which held that it has jurisdiction to proceed with the hearing in that court. The Ross Company claimed that the case had no standing in that State.

N. Y. CITY GROCERS FIGHTING CUT-PRICE SALES

At recent meetings of the local retail grocers' associations in New York City the members discussed at length the methods of the price-cutting stores and protested against the manufacturers who allowed their goods to be slaughtered. Grievance committees have taken up the matter, and the secretaries of the local bodies have written to the manufacturers, stating the associations' position. It is reported that at a Liggett-Riker-Hegeman "One-Cent Sale" in New York in March, 1916, the various drug stores in this chain sold 250,000 pounds of coffee, 90,000 packages of tea, 100,000 jars of jam, marmalade and honey, etc., on the basis of "regular price for any article advertised and 1 cent for another article of the same kind."

MCNEIL & HIGGINS CO. WINS COFFEE SUIT

In the suit of McNeil & Higgins Company, wholesale grocer, Chicago, against the Old Dominion Steamship Company, to recover damages arising out of the shipment of a carload of coffee, the United States Circuit Court of Appeals has rendered a decision in favor of the grocery concern, declaring the damage was caused by "an act of God."

The grocery jobbers consigned on March 15, 1913, 279 bags of coffee to the railroad company for shipment from New York to Chicago. At Peru, Ind., the shipment met the Dayton, Ohio, flood and windstorm, the top of the car was blown off, and the coffee was soaked by the rain and the rising water.

FEDERAL TRADE COMMISSION AIDS GROCERS

The Federal Trade Commission, Washington, D. C., will soon send to every retail grocer in the country a plan of keeping store accounts correctly. The Commission is opposed to price-cutting, declaring that "reducing overhead per unit of sales by handling a large volume of goods, on a part of which the retailer is losing money, is not good business practice."

BIG CANNERY COMBINE PROPOSED

A merger of not less than 100 food canning establishments of the United States, with a capitalization of from \$5,000,000 to \$10,000,000, in order to eliminate some of the risks and waste now prevalent in the trade, is the scheme of George W. Drake, Chicago, secretary of the Western Cannery Association, as outlined in a circular letter mailed to the various canners of the Middle West recently. Mr. Drake proposes to call the corporation the "American Consolidated Canneries."

CHAIN STORE ENDORSES STEPHENS BILL

The Sanitary Grocery Company, which operates 70 retail stores in Washington, D. C., came out on June 5 with a large advertisement in the Washington *Evening Star* endorsing the Stephens-Ashurst price maintenance bill. The advertisement reproduced in full an interview with Mrs. Julian Heath, national president of the Housewives' League, in which she stated that she believed the bill would benefit the housewives of the country by increasing their buying efficiency and educating them to purchase standard goods at uniform prices.

GROCERS FIGHTING "DEAD BEATS"

Attorney-General S. M. Brewster, of Kansas, has given the Topeka Retail Grocers' Association authority to enter into the following signed agreement not to extend credit to people who are "dead beats" or slow pay:

"In view of the fact that every branch of industry is organizing for mutual benefit, it behooves the grocers of this city to so strengthen their organization that they may be in a better position to combat any proposed plan that is detrimental to their interests. The high cost of living and the increased expense of doing business necessitates the strictest economy of management. The extension of credit is the principal foe that the grocer has to contend with, and to better safeguard his interests along that line, we, the following named grocers, do agree not to extend credit to any person without first getting a rating from the office. Should the information reveal the fact that said person owes a fellow groceryman an unpaid bill, and no satisfactory adjustment of the account has been made with the credit, we further agree to absolutely refuse to extend credit to said prospective customer. We also agree to report any and all delinquents at least once each month."

California grocers will try and obtain from the Attorney-General of that State a ruling like that given by Attorney-General Brewster.

A. & P. TEA COMPANY FINANCIAL PLAN

Like the Jewel Tea Company and the Acme Tea Company, the Great Atlantic & Pacific Tea Company has adopted a refinancing plan. The Equitable Trust Company of New York bought \$3,000,000 of the company's 6 per cent five-year notes, which are convertible within three years into preferred stock, and recently announced that the public subscription to these notes was largely in excess of the offering. It is understood that in connection with the sale of the notes the Atlantic & Pacific Company will be recapitalized on the basis of \$12,500,000 preferred and \$25,000,000 common stock. The 2,100 retail grocery stores now conducted by the company will be added to in those sections in which it is not at present operating.

SWIFT & CO. TO PENSION EMPLOYEES

Swift & Co., Chicago meat packers, have put into operation a pension plan for the benefit of their 30,000 employees. During the past six years this concern has accumulated a \$2,000,000 pension fund. Besides the income from this fund, \$400,000 will be added each year by the corporation to take care of additional demands. Men aged 60 and women of 50 who have served the company for 25 years may be pensioned. Provision is made for incapacitated employees.

PATENT OFFICE RECORD

Patents Granted, Applications Made for Trade-Mark Registration, Certificates Issued, and Labels and Prints Registered—Renewals and Cancellations of the Month

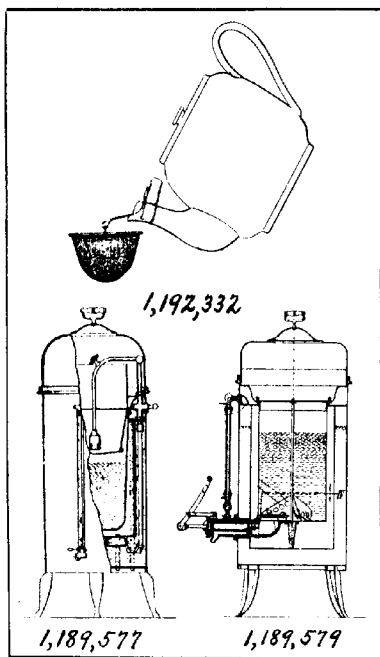
[SPECIAL CORRESPONDENCE]

WASHINGTON, D. C., Aug. 1, 1916.

HERE follows a complete record of the activities of the United States Patent Office during the month of July, in so far as they apply to the tea, coffee, spice and general grocery trade:

PATENTS GRANTED

1,189,577. Coffee Urn. Henry D. Kelly, Kansas City, Mo.—A coffee urn having a boiler, a coffee



PATENTS RECENTLY GRANTED OF INTEREST TO THE TEA AND COFFEE TRADE

vessel suspended within, a pipe having one end submerged in the water of the boiler and its other end positioned to discharge water into said vessel, the pipe having a valve for closing the passage therethrough when the water in the boiler lowers to a given level, a float pivotally carried by the lower end of the pipe and normally held by the water against the bottom of the coffee vessel, and connections between the valve and the float

whereby the latter will operate automatically to close the former as the float lowers with the water to said level. (Illustrated.)

1,189,579. Chocolate Urn. Henry D. Kelly, Kansas City, Mo.—A beverage urn provided with a chamber for steam and water, a receptacle to contain a beverage, provided with an opening at its lower end, a faucet casing communicating at its inner end with this opening and projecting from the urn, a valve-controlled pipeway leading from the lower end of the steam and water chamber to the upper end of the receptacle, and means for spraying the water that passes up through the pipeway into the receptacle. (Illustrated.)

1,190,691. Method of Packaging and Preserving Tea. William G. Volkman, Oakland, Cal., assignor to A. Schilling & Co., San Francisco, a corporation of California.—The method of packaging and preserving tea while in a heated condition, which consists in placing the tea within a suitable container, thence placing the container so filled within a suitable receptacle adapted to be closed to the atmosphere, thence creating a vacuum within the receptacle for the withdrawal of the air from within the filled container, and thence hermetically sealing the container before the tea is permitted to cool to an appreciable extent.

1,192,332. Tea Strainer. Max Loewenstein, New York, N. Y.—In a strainer the combination of a clip adapted to engage the spout of a vessel, a plate pivotally mounted thereon, a bail rigidly secured to the plate and a strainer basket secured to the outer end of the bail whereby the basket may position itself in the path of the poured liquid. (Illustrated.)

TRADE MARKS REGISTERED

Here is a list of trade marks which have been registered and for which certificates have been issued:

"Buster." Trade Mark No. 111,157. Owner, American Peanut Corporation, Norfolk. Used on peanuts. First use, 1906.

"Mascot." Trade Mark No. 111,158. Owner, American Peanut Corporation, Norfolk. Used on peanuts. First use, 1906.

"Belle of Wakefield." Trade Mark No. 111,165. Owner, The Bain Peanut Company, Inc., Wakefield, Va. Used on peanuts. First use, 1892.

"Pleaz-All." Trade Mark No. 111,179. Owner, M. J. Brandenstein & Co., San Francisco. Used on coffee. First use, 1913.

Bell, with camp scene thereon, the word "Campbell" appearing on top of tent. Trade Mark No. 111,185. Owner, E. C. Campbell, Boston. Used on flavoring extracts, coconut, chocolate, desiccated eggs, fried eggs, essential oil. First use, April, 1911.

"Crater." Trade Mark No. 111,198. Owner, Dixie Peanut Company, Inc., Petersburg, Va. Used on peanuts. First use, 1905.

"Monarch." Trade Mark No. 111,199. Owner, Dixie Peanut Company, Inc., Petersburg, Va. Used on peanuts. First use, 1905.

"M. & J." Brand. Trade Mark No. 111,221. Owner, E. E. Gray Company, Boston. Used on coffee. First use, 1906.

"G." enclosed in square-shaped figure. Trade Mark No. 111,223. Owner, Gwaltney-Bunkley

Peanut Company, Smithfield, Va. Used on peanuts. First use, 1885.

"Howco." Trade Mark No. 111,235. Owner, The Howland Dry Goods Company, Bridgeport, Conn. Used on tea, coffee, chocolate, cocoa, spices, flavoring extracts and olive oil. First use, March 17, 1902.

"Victor" and "H W M & Co" in monogram form. Trade Mark No. 111,259. Owner, Michigan Salt Works, Marine City, Mich. Used on salt.

"Pilot" and picture of man at pilot's wheel. Trade Mark No. 111,264. Owner, Norfolk Storage Company, Norfolk. Used on peanuts. First use, 1887.

"Pu-L-Up." Trade Mark No. 111,275. Owner, The Puyallup & Sumner Fruit Growers' Association, Puyallup, Wash. Used on fruit syrups, fruit juices and fruit flavors for food purposes and other canned foods. First use, January 1, 1915.

"Buttercup" and figure of. Trade Mark No. 111,312. Owner, Tindall, Kolbe & McDowell Company, Milwaukee. Used on coffee. First use, April 1, 1912.

"Badger" and figure of. Trade Mark No. 111,313. Owner, Tindall, Kolbe & McDowell Company, Milwaukee. Used on coffee. First use, December 1, 1907.

"Paprimus." Trade Mark No. 111,318. Owner, S. J. Valk & Bro., New York. Used on mustard. First use, January 22, 1916.

"Rock Dell." Trade Mark No. 111,333. Owner, Younglove Grocery Company, Tacoma. Used on olive oil, sage, paprika, mustard, mace, ginger, cloves, cinnamon, cayenne pepper, allspice, white pepper, black pepper, nutmeg, curry powder, savory, thyme, cardamon, marjoram, vanilla and lemon food flavoring extracts, malt vinegar, cider vinegar, chow-chow, prepared mustard, honey, Ceylon tea, coffee, molasses, catsup, raisins, currants and other food products. First use, 1903. Registered July 4, 1916.

"Raths-Keller." Trade Mark No. 111,343. Owner, The Bour Company, Toledo. Used on blended coffee. First use, January 30, 1905.

"Cheerful Cup." Trade Mark No. 111,365. Owner, J. M. Kelly Company, Lexington, Ky. Used on coffee. First use, December 1, 1915.

"Full Pay" and picture of a woman. Trade Mark No. 111,366. Owner, J. M. Kelly Company, Lexington, Ky. Used on blended coffee. First use, January 26, 1916.

"No. 1" and winged wheel. Trade Mark No. 111,368. Owner, Andrew Kuehn Company, Sioux Falls, S. D. Used on mustard, olives, tea, food flavoring extracts, pepper, allspice, cloves, ginger, cinnamon, currants and other food products. First use, 1903.

"Mideo." Trade Mark No. 111,375. Owner, Jos. Middleby, Jr., Inc., Boston. Used on food flavoring extracts, peanut butter and other food products. First use, November 25, 1913.

"Campfire." Trade Mark No. 111,387. Owner, Steinwender-Stroffregen Coffee Company, St. Louis. Used on roasted coffee. First use, January 24, 1916.

"Hatchet Brand" and figure of a hatchet. Trade Mark No. 111,391. Owner, The Twitchell-

Champlin Company, Portland, Me., and Boston. Used on tea, coffee, sauces, spices, rice, flavoring extracts for foods and other food products. First use on tea, coffee, sauces, spices, flavoring extracts for foods, since January 1, 1895, and on rice since January 1, 1900.

"Gold Rock." Trade Mark No. 111,390. Owner, August F. Beckmann, New York. Used on tea, vinegar and other food products. First use, July, 1913.

"Electric Light" and figure of. Trade Mark No. 111,426. Owner, Norfolk Storage Company, Norfolk. Used on peanuts. First use, 1884.

Registered July 11, 1916.

"Jo-Beth-Co." Trade Mark No. 111,445. Owner, Johst Bethard Company, Peoria, Ill. Used on coffee, salad dressing, chocolate, olive oil, celery seed, whole black pepper, whole cayenne pepper, whole nutmegs, whole mustard seed, whole cloves, whole allspice, whole cinnamon, tea, piccadilli, lemon extract, vinegar, relishes, prepared mustard, peppercorn, ginger, celery salt, peanut butter, cocoa, ground mace, ground pepper, ground cayenne pepper, ground sage, ground paprika, ground nutmegs, ground mustard, ground ginger, ground cloves, ground cinnamon, ground allspice, peppercorn, salted peanuts and other food products. First use, March 1, 1908.

"Tycoon." Trade Mark No. 111,446. Owner, M. J. Brandenstein & Co., San Francisco. Used on rice. First use, 1890.

"H-B." Trade Mark No. 111,456. Owner, Haas Bros., San Francisco. Used on vinegar, mustard and other food products. First use, 1904.

"Sun" and figure of. Trade Mark No. 111,498. Owner, Gwaltney-Bunkley Peanut Company, Smithfield, Va. Used on peanuts. First use, 1883.

"Pinnacle." Trade Mark No. 111,503. Owner, Lauderbach-Barber Company, Phillipsburg, N. J. Used on rice, mixed mustard, catsup, cocoa and other food products. First use, January, 1901.

Registered July 18, 1916.

"Charter Oak." Trade Mark No. 111,534. Owner, The Williams & Carleton Company, Hartford. Used on flavoring extracts, tea, coffee and cocoa. First use, January 1, 1885.

"Can-A-Ford." Trade Mark No. 111,537. Owner, Albert Ehlers, Brooklyn. Used on tea, coffee, rice, spices, flavoring extracts for foods, celery salt, curry powder, paprika, poultry seasoning, viz.: thyme, sage and marjoram. First use, January 6, 1916.

"Nao." Trade Mark No. 111,550. Owner, The Bain Peanut Company, Inc., Wakefield, Va. Used on peanuts. First use, 1913.

"Autocrat." Trade Mark No. 111,560. Owner, The Burkenroad-Goldsmith Company, Ltd., New Orleans. Used on rice. First use, 1913.

"Round House." Trade Mark No. 111,569. Owner, Crump & Field, Ashland, Ky. Used on coffee. First use, March 13, 1916.

"Bancroft" and portrait of George Bancroft, deceased. Trade Mark No. 111,570. Owner, Daniels, Cornell Company, Worcester. Used on coffee and other food products. First use, April 10, 1914.

"Drako." Trade Mark No. 111,573. Owner, Drake & Co., Easton, Pa. Used on catsup, coffee, mustard, rice, vinegar and other food products. First use, January 1, 1907.

"May Day." Trade Mark No. 111,593. Owner, E. B. Millar & Co., Chicago. Used on tea. First use, May 1, 1915.

"De Soto" and picture of man. Trade Mark No. 111,595. Owner, Mutual Coffee Company, Montgomery, Ala. Used on coffee. First use, 1909.

"Quaker." Trade Mark No. 111,622. Owner, Worden Grocer Company, Grand Rapids. Used on blended coffee, white pepper, black pepper, ginger, whole mixed spice, nutmegs, mace, paprika, cloves, cinnamon, cayenne pepper, mustard, cream tartar and pimento. First use, 1893.

"Queen Rose." Trade Mark No. 111,625. Owner, E. S. Alpaugh & Co., New York. Used on blend coffee and other food products. First use, 1910.

"Peccage." Trade Mark No. 111,631. Owner, S. L. Crayford & Sons, Hopkiam, Wash. Used on peanut butter, salad dressing, Mexican relish, horseradish mustard, chilli sauce, tomato catsup and other food products. First use, January 3, 1910.

"Shawmut." Trade Mark No. 111,647. Owner, Jos. Middleby, Jr., Inc., Boston. Used on apple and pineapple compounds, apple and raspberry compound, imitation vanilla extract for foods, cocoa powder and imitation apple jelly. First use, July 2, 1908.

"Pompeian." Trade Mark No. 111,650. Owner, The Pompeian Company, Inc., Baltimore. Used on olives, olive butter and salad dressing. First use, February 1, 1907.

"Hildew." Trade Mark No. 111,656. Owner, Weddell Tea Company, Inc., New York. Used on tea. First use, September 20, 1912.

"Black Bear" and figure of. Trade Mark No. 111,662. Owner, Albert Ehlers, New York. Used on tea. First use, November 23, 1903.

"White Bear" and figure of. Trade Mark No. 111,663. Owner, Albert Ehlers, New York. Used on tea. First use, June 11, 1913.

Registered July 25, 1916.

LABELS REGISTERED

This is a record of labels which have been registered and for which certificates have been issued:

"Pietro & Vincenzo Formusa." Label No. 19,454. Owner, Vincent Formusa, Chicago. Used on olive oil.

"Camp Fire Tea." Label No. 19,471. Owner, Warner M. Van Norden, New York. Used on tea. Registered July 18, 1916.

"Polulad Brand." Label No. 19,481. Owner, W. N. Maray, San Francisco. Used on salad oil. Registered July 25, 1916.

TRADE MARKS PENDING

The following trade marks have been favorably acted upon. Any person who believes he would be damaged by the registration of a trade mark, may within thirty days enter opposition to prevent the proposed registration. All inquiries per-

taining to these marks should be addressed to THE TEA AND COFFEE TRADE JOURNAL, 79 Wall street, New York City:

WEEK ENDING JULY 4, 1916

"Opler Brothers" and representation of a boy seated on a cacao pod, pouring a steaming liquid in a cup. Serial No. 94,296. Owner, Opler Bros., Inc., New York. Used on cocoa and chocolate.

"Birch View" and representation of a bungalow. Serial No. 95,022. Owner, Austin & Raup Company, Detroit. Used on coffee, prepared mustard, rice and other food products.

WEEK ENDING JULY 11, 1916

"N J C." Serial No. 90,839. Owner, Northern Jobbing Company, Chicago. Used on coffee, cocoa, catsup, rice, tapioca, table syrup, coconut, chocolate, vinegar, spices, flavoring extracts for foods, peanut butter, mustard and other food products.

"Creve-Coeur." Serial No. 93,098. Owner, Jolst Bethard Company, Peoria, Ill. Used on coffee, vinegar, tomato catsup, ginger, tea, salad dressing, olive oil, chilli sauce, peanut butter, table relish, prepared mustard, maple syrup, condiments and other food products.

"Savacan." Serial No. 93,627. Owner, G. E. Bursley & Co., Ft. Wayne, Ind. Used on blended coffee.

"Red Hussar" and picture of a soldier. Serial No. 94,398. Owner, Stetson-Barret Company, Los Angeles. Used on cinnamon, olive oil, tea, vinegar, vanilla extract, imported paprika, mustard, nutmegs, mace, allspice, cloves, black pepper, white pepper, sage, cayenne, ginger, coffee, raisins and other food products.

"Wonder Wear Ware." Serial No. 94,574. Owner, Enterprise Aluminum Company, Rochester. Used on tea kettles, teapots, percolators, etc.

"Morning Call." Serial No. 95,583. Owner, Francis S. Smith, Boston. Used on coffee.

WEEK ENDING JULY 18, 1916

"Hotchkiss." Serial No. 79,626. Owner, Central California Canneries, San Francisco. Used on tomato sauce, tomatoes with chilli and other canned foods.

"Fort Snelling" and picture of fort. Serial No. 86,698. Owner, Foley Bros. & Quinlan, Inc., St. Paul. Used on table sauce, chilli sauce, salad dressing, prepared mustard, catsup, vinegar, chocolate, cocoa, coconut, poultry seasoning, peanut butter, sage, marjoram, savory, thyme and other food products.

"Royal Club" and picture of a princeling. Serial No. 93,685. Owner, Worden Grocer Company, Grand Rapids. Used on coffee.

"Old Southern." Serial No. 94,984. Owner, Joseph Hamilton, Chicago. Used on salad dressing.

"Banquet." Serial No. 95,395. Owner, T. P. Jones & Co., New York. Used on coffee.

WEEK ENDING JULY 25, 1916

Square-shaped figure enclosing a circle crossed by a bar or panel. Serial No. 90,445. Owner, Joseph Burnett & Co., Boston. Used on extracts

 86,698	ROYAL CLUB  93,685	 95,022	 95,828
 90,445	 94,296	RONALAC 95,030	ARISTOCRATIC 95,869
NJC 90,839	BANQUET 95,305	BUSTER BROWN 95,354	LOYALTY 95,875
Coeur-Coeur 93,098	 94,398	MORNING CALL 95,583	 95,933
 93,425	 94,574	OLD SOUTHERN 94,984	ROBIDOUX HOTEL  96,006
SAVACAN 93,627	MAPOLA 95,479	 95,827	

TRADE MARKS PENDING IN THE UNITED STATES PATENT OFFICE

of vanilla, lemon, orange, almond, celery, raspberry, strawberry, cherry, pineapple, cinnamon, clove, nutmeg, anise, rose, peach, nectarine, onion, pistachio, violet, cochineal, peppermint, wintergreen, spearmint, Jamaica ginger for use in food.

Representation of a burro. Serial No. 93,425. Owner, Antonio Vianna, Schenectady. Used on coffee.

"Ronaldac." Serial No. 95,030. Owner, William Gruger Cushman, New York, assignor to C. J. Van Houten & Zoon, New York. Used on a drink composed of cocoa, milk and sugar.

"Buster Brown." Serial No. 95,354. Owner, Voskamp Bros. Company, Pittsburg. Used on coffee and tea.

"Mapola." Serial No. 95,479. Owner, J. M. Pitkin & Co., Newark, N. Y. Used on a preparation for imparting a maple-like flavor to syrup, cakes, icings, ice creams and for adding a new flavor to soups, etc., and for general use as a food flavor.

Representation of an Indian head. Serial No. 95,827. Owner, The Ohio Salt Company, Wadsworth, Ohio. Used on salt.

"Chippewa" and head of Indian girl. Serial No. 95,828. Owner, The Ohio Salt Company, Wadsworth, Ohio. Used on salt.

"Indian." Serial No. 95,829. Owner, The Ohio Salt Company, Wadsworth, Ohio. Used on salt.

"Aristocratic." Serial No. 95,869. Owner, Lekas & Drivas, New York. Used on olive oil.

"Loyalty." Serial No. 95,875. Owner, Leonard G. Page, St. Joseph, Mo. Used on coffee, tea, spices and flavoring extracts for foods.

"Gopher" and figure of. Serial No. 95,933. Owner, Foley Bros. & Quinlan, Inc., St. Paul. Used on soda, baking powder, cream of tartar, table salt, ammonia and bluing.

"Robidoux Hotel" and picture of a hotel. Serial No. 96,006. Owner, Nave-McCord Mercantile Company, St. Joseph, Mo. Used on coffee.

TEA AND COFFEE RESEARCH BUREAU

A department of scientific research under the editors' direction in which will be found short, popularized reviews of current and older works of a physiological-chemical character, fugitive paragraphs, references and articles dealing with the history, pharmacology and technology of tea, coffee and spices.

COFFEE IDENTIFICATION

Chemical Analysis, as so far Perfected, Offers No Means for Distinguishing the Different Grades — The Need for Research on the Essential Oils

SEVERAL months ago the editor of THE TEA AND COFFEE TRADE JOURNAL suggested to me that it might be of some interest to make a study of the various coffees on the market with a view of explaining on a chemical basis the differences that one observes in coffee grown in different ways and places. At first sight such a line of investigation seems quite promising. However, if one turns to the literature of the subject it will be observed that such studies have been made, and a review of the figures, some of which are cited here, gives the problem a different aspect.

Consider the analyses made in the laboratory of the *Lancet*, published in the *Lancet* (1913, p. 1,563), and printed in the next column.

These data show clearly that the kind of chemical analyses that we are at present able to apply to coffee does not bring us any nearer to the solution of the problem in hand. An examination of the data for caffeine or cafetannic acid in the different grades of coffee certainly does not warrant the conclusion that these substances are responsible for the peculiarities of flavor and taste that distinguish the different varieties and brands of coffee. Much the same holds true for tea.

Chemical analysis, as it has been perfected to date, then offers us no means of distinguishing different grades of tea and coffee. The only test that is available depends on the skill of the tea and coffee taster. Such a method of valuation has been the basis of the dealings of the tea and coffee trade since time immemorial. With the development of modern chemical science and its application to the industries, the coffee trade can hardly afford to be unprogressive and not profit by the methods used in the other trades.

THE LITTLE-KNOWN VOLATILE OILS

Since we have no data worthy of the name on volatile oils of coffee, we might stop for a minute

to consider the importance of these substances. It is generally believed that the flavors and tastes of coffees are due to the quality of volatile oils contained. How little of these substances are needed to give the desired effect may be judged from the fact that coffee contains 0.05 per cent volatile oils.

COSTA RICA COFFEE—GREEN

	COMMON.		FINEST.	
	Hot.	Cold.	Hot.	Cold.
Total extract.....	29.16	30.83	29.6	31.5
Ash of extract.....	4.16	3.88	4.0	3.88
Cafetannic acid.....	9.6	8.63	9.66	7.83
Total caffeine.....	1.0	1.33	1.21	1.56

COSTA RICA COFFEE—PALE ROASTED

	COMMON.		FINEST.	
	Hot.	Cold.	Hot.	Cold.
Total extract.....	29.33	24.0	23.5	24.30
Ash of extract.....	4.16	5.66	3.50	4.50
Cafetannic acid.....	6.10	5.80	6.60	5.90
Total caffeine.....	1.11	1.11	1.05	1.06

COSTA RICA COFFEE—HIGH ROASTED

	COMMON.		FINEST.	
	Hot.	Cold.	Hot.	Cold.
Total extract.....	24.30	24.00	25.6	23.0
Ash of extract.....	4.66	4.00	4.00	4.50
Cafetannic acid.....	3.90	3.16	3.63	3.87
Total caffeine.....	1.23	1.11	1.05	1.20

Note.—Hot and cold refer to method of extraction.

Since we know too little about coffee oils to say much that is definite about them, we might reason by analogy a bit and turn to other types of beverages, perhaps not so desirable as coffee, but still of much importance in the human economy, namely, alcoholic liquors. We all recognize the difference between ordinary 95 per cent alcohol as it is bought for medicinal purposes and tasty

and well-flavored cordials and liquors. Wherein does this difference lie? Certainly it is not in the alcoholic content, for most distilled liquors have about the same percentage of alcohol. No, it is in the small amounts of essential oils that come from the various materials associated with the liquor in its manufacture. Thus the fusel oils give the taste to ordinary whiskey, or the flavors that distinguish cordials and brandies are due to the small quantities of essential oils obtained by distilling the alcohol over various seeds.

Since coffee is used for its flavor, and by all but a few percent of its users only for its flavor, it would seem that before much more may be known about coffee extensive investigation of the essential oils of the coffee bean must be undertaken. The literature on the subject is at present very meagre.

OTHER PROBLEMS CALLING FOR RESEARCH

Just what the relation of such knowledge may be to the coffee merchant is perhaps not obvious at first sight. However, if the only gain that was to accrue from such an investigation were the development of a method of coffee identification and evaluation, based upon scientific principles rather than gustatory sense of the taster, the research would have been worth while. But this is by no means the only problem that confronts the coffee trade. If we turn to the other industries, especially those involved in the production of food for human consumption, the numerous problems of storage, preservation, shipping, etc., that are being solved by direct laboratory research, the coffee trade may well afford to consider what intelligent scientific research might do for its problems.

This is written not as an appeal for support of any particular research, but rather with a view to calling the attention of the men in the coffee-producing industry to the untold possibilities which have been opened in modern industries with the development of the research spirit.

The European war has given not a little impetus to research in this country, and to those who have not experienced the benefits of research, the little book of the late Robert K. Duncan, "The Chemistry of Commerce," will serve as an illustration of how research has been of service in modern industrial development.

E. M. F.

WORTH MORE THAN THE SUBSCRIPTION PRICE

W. N. HUNTER, Independence, Mo., writes: "I inclose \$2 for one year's renewal subscription to THE TEA AND COFFEE TRADE JOURNAL. I note a two years' subscription brings the price down to \$1.50 a year, but I prefer to pay you \$2 because your journal is worth more than \$1.50, and I pay this increased subscription price with great pleasure."

THE UPLIFT CORNER

Helpful Thoughts and Verses that Make for
Self-Reliance and Freedom, in Blending
Sentiment with Business

KEEP A-GOIN'!

If you strike a thorn or rose,
Keep a-go'in'!
If it hails or if it snows,
Keep a-go'in'!
'Taint no use to sit and whine
When the fish ain't on your line;
Bait your hook an' keep on tryin'--
Keep a-go'in'!

When the weather kills your crop,
Keep a-go'in'!
When you tumble from the top,
Keep a-go'in'!
S'pose you're out of every dime?
Gettin' broke ain't any crime!
Tell the world you're feeling prime--
Keep a-go'in'!

When it looks like all is up,
Keep a-go'in'!
Drain the sweetness from the cup,
Keep a-go'in'!
See the wild birds on the wing!
Hear the bells that sweetly ring!
When you feel like singing, sing!
Keep a-go'in'!

—FRANK L. STANTON.

COMMON FAME

I trust a good deal to common fame, as we all must. If a man has good corn, or wood, or boards, or pigs to sell, or can make better chairs, or knives, crucibles, or church organs, than anybody else, you will find a broad, hard-beaten road to his house, though it be in the woods.—EMERSON: *Journals*, v. 8, p. 528.

NO NEUTRALS

There are no moral blanks; there are no neutral characters. We are either the sower that sows and corrupts, or the light that splendidly illuminates, and the salt that silently operates; but, being dead or alive, every man speaks.—CHALMERS.

DUTY

Let us do our duty in our shop or our kitchen, the market, the street, the office, the school, the home, just as faithfully as if we stood in the front rank of some great battle and we knew the victory for mankind depended on our bravery, strength, and skill. When we do that the humblest of us will be serving in that great army which achieves the welfare of the world.—THEODORE PARKER.



THE TEA & COFFEE TRADE JOURNAL



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Secretary and Treasurer

The address of the company is the address of the officers

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OUR BUSINESS CREED

We believe the basic principle on which a trade paper should build is SERVICE—service to readers and service to advertisers, in a way to promote the welfare of the general public.

We believe in the application of the TRUTH to the editorial, news and advertising columns.

We believe in the utmost frankness regarding circulation.

We believe the highest efficiency can be secured through a CIRCULATION OF QUALITY rather than of quantity—that character and not mere numbers, should be the criterion by which the value of a publication should be judged.

We do not publish free reading notices or paid "write ups."

VOL. XXXI.

AUGUST, 1916.

No. 2

THE DRY ROAST AND STEEL CUT SOPHISTRIES

A writer, in a recent issue of *Printers' Ink*, wishing to illustrate the advertising value of emphasizing the obvious, instanced fortunes built mainly on putting advertising emphasis on Barathea silk, the dry-roast process, and steel-cut coffee.

We are not so familiar with the silk trade as to analyze critically the Barathea silk reference, but if it is as erroneous as the references to coffee trade practices it is of doubtful value. Of the dry-roast and steel-cut sophistries, the writer had this to say:

"The water-process of cooling coffee as it came from the roaster was abandoned by many years ago, when the electric motor lent practical efficiency to the cold-air blast. Since then the 'dry-roast' process has been used by many coffee roasters. But few among them have emphasized their use of the dry-roast process in their advertising, though those have reaped splendid results from the emphasis. One concern has emphasized 'steel-cut' to float a brand into national distribution, though practically all coffee mills have been made of steel and have 'cut' the coffee berry for a generation or more."

There never was a commonly used "water process of cooling coffee," and the electric motor has had nothing to do with making air cooling more practicable, except as it may

have done the same thing for printing or any other mechanical process. The dry-roast process was just as practical with the old-time steam engine drives as with present-day electric motors. The *Printers' Ink* writer errs in supposing that water is put on the coffee to cool it. Of course, the trade does not have to be told that, generally speaking, water is turned into the roasting cylinder to improve the appearance of the bean and to increase its weight. Probably the only water process of cooling which is really worth the name is a modern trick in connection with gas roasters which have the burners on the inside of the cylinder. Those in the trade familiar with machines of this type know that the heat can be completely turned off at the end of the roast, and water which is then added will bring down the temperature of the coffee quite rapidly, because there is no highly heated wall surrounding a cylinder of this description. As the coffee gets cooler less of the added water is turned into steam and more of it is absorbed by the coffee, and both cooling and absorption are uniform on account of the very construction of the cylinder. In the other extreme of modern roaster construction, where the cylinder is built up in brickwork with a coal fire underneath, when the roast is finished the fire can be merely checked, not removed, and the surrounding walls remain hot. When water is added in such a cylinder, say one-half gallon to a bag of coffee, nearly all of it is turned into steam, and the result, according to the best authorities, is not an absorption of water, but a momentary checking of the roast and a tendency to swell and brighten the coffee. These same authorities tell us that a much smaller quantity of water will give a similar result in the interior-flame gas roaster.

The facts in the case are that while, strictly speaking, there never has been and is not to-day a water process of cooling coffee, there always has been the so-called wet and dry roast coffees. A well-known machinery authority estimates that not more than one per cent of all the coffee roasters in the country employ the dry roast as the *Printers' Ink* writer seems to understand it. The practice generally followed in most coffee roasting establishments is to quench the roast with a few pints of water dashed in the roasting cylinder. The water turns to steam, with the results indicated above. This is, comparatively speaking, a dry-roast process, but not an absolutely dry roast. A New York coffee roaster authority, whose opinion carries weight, assures us that the few roasters who do use an absolutely dry-roast process seldom get satisfactory results. Again, in the case of a good many concerns that have always made a dry-roast claim for their coffee, there has been probably more claiming than actual performing. But it is not a phrase which is apt to impress the average consumer, anyway. If, however, the consumer could be given the education necessary for understanding the phrase properly, it might work a revolution in coffee advertising. It may be said, confidently, that the honest opinion of the coffee trade is that coffee roasted dry is a better article for making a satisfactory beverage than coffee which has been soaked with water. A dry-roast slogan, if once given a definite meaning for both producer and consumer, would have something in it of real value. The term "dry roast" will continue to be used for coffee produced by any other process until some standard for roasted coffee can be established to prevent such misleading statements. The upholding of such a standard the trade could take care of, just as they now see to it that packages labeled Mocha and Java contain the genuine products.

The value of the advertising catchword is apt to be overestimated by the publicity fraternity which *Printers' Ink* represents. The term "steel-cut" lost all its value for the original user of it when every other dealer could use the same name for ground coffee, however produced. When people are taught that their coffee should be steel-cut, it is hard to sell them ground coffee unless it is called steel-cut, though a truer education of the consumer would have made him insist on whole bean coffee to be ground at home. Very few concerns use steel burrs throughout their lines of electric coffee mills, as the brittleness and internal softness of steel make it undesirable for coffee cutting or grinding. A burr made of cast-iron or of a composition metal known to the trade as burr metal, is more generally used because of its combined hardness and toughness. These burrs grind or crush the coffee rather than cut it. A machinery engineer assures us that practically all brands of so-called "steel-cut" coffees will be found to be ground on ordinary burrs, not made of steel.

The process which develops the ground product into what is commercially known as steel-cut coffee consists of the elimination of the chaff and in many cases the approximate uniformity of the granules has been obtained by sifting. This so-called "steel-cut" coffee doesn't begin to compare in cup-test with coffee that has been more scientifically ground and not given the chaff removal treatment, which, as just stated, is largely associated in the public mind with the idea of the steel-cut process.

So, then, while it is not true that the wet roast was abandoned with the advent of the electric motor, or that it has been generally superseded by the dry roast, as might be inferred from the *Printers' Ink* article, if the virtues of the dry-roasted coffee are ever to reach the consumer, it might be well for advertising men to remember that the coffee must go to the home in air-tight packages. A dry-roasted coffee quickly absorbs moisture from the atmosphere. If the coffee is sold in bulk the middleman who distributes it in smaller quantities will get the benefit in weight (and loss in quality?) of any absorption from the atmosphere; so it is quite logical for the original producer to conclude that he might as well put clean water in the coffee himself and secure the benefit of the weight increase, instead of giving it away and preventing the coffee picking up moisture in less desirable surroundings.

As for the steel-cut idea, advertising men deserve to be correctly informed concerning it. They should be told that it comprehends coffee from which the chaff has been removed, and the uselessness of such removal has been repeatedly shown in practical cup tests. The national steel-cut coffee advertiser referred to by *Printers' Ink* built up his national distribution on several fallacies which should not be recommended to other advertisers. He argued that by his process "the little oil cells remain unbroken, the essential oil (food product) cannot evaporate," and that it was tannin-free, "because the yellow tannin-bearing skin and dust (the only injurious properties of coffee) are removed by the steel-cut process." The truth is that removing the chaff does not remove any of the tannin, and for this purpose the steel-cut process is "wholly futile, and a wasteful and unnecessary tax upon cost."

Wherefore, in these instances the advertising value of emphasizing the obvious is not only doubtful—it is harmful, because its continued employment encourages misrepresentations, a practice which *Printers' Ink* can ill afford to preach to its intelligent and altogether powerful constituency.

MAINLY ABOUT PEOPLE

News About Men in the Trade at Work and at Play

C. W. GRIFFIN, president of the Young & Griffin Coffee Company, New York, recently returned from a month's sojourn in the Maine woods. He comes back wearing a heavy coat of tan and feeling "fit."

E. L. PHILLAN, of W. R. Grace & Co., New York, returned recently from a two months' trip to Brazil, where he went to supervise the establishment of coffee-buying offices for this firm at Santos and Rio. H. C. Baldwin, formerly of Baldwin & Co., Santos, has charge of the Santos office, while B. Stolle will manage the Rio branch.

CLAYTON BERRY JONES has made application to join the New York Coffee and Sugar Exchanges.

W. H. ABORN, of Aborn & Cushman, coffee brokers, New York, returned on July 28 from a month's cross-country pleasure trip, during the course of which he visited Lake Louise, in the

Canadian Rockies, Vancouver, Seattle and Portland, also Yellowstone Park. Mr. Aborn reports that the extreme West and Northwest is sharing in the general prosperity, tourist travel between Seattle and Alaska being unusually brisk.

OUT-OF-TOWN VISITORS: Among the visitors at the New York market recently were DAVID B. HAMMILL, president S. Hammill Co., Keokuk, Iowa; A. A. YOUNG, manager of the import department of the Puritas Coffee and Tea Co., Inc., Los Angeles.

T. J. REYNOLDS ELECTED DIRECTOR

The friends of Thomas J. Reynolds, sales manager of the Diamond Match Company, are congratulating him on his rapid advance in the company's executive councils. At the annual meeting of the stockholders in Chicago, several weeks ago, he was elected vice-president, succeeding W. A. Fairburn, who was elected president; and at a meeting of the directors recently Mr. Reynolds was elected a director of the company to succeed E. R. Stetinius.

THE BLOT ON THE 'SCUTCHEON

Or, Who Struck O. W. Simmons Out of the Extract Convention Picture in B. F. Simmons' Spice Mill?

THOSE trade friends of Oliver W. Simmons, advertising manager of THE TEA AND COFFEE TRADE JOURNAL, who knew he attended the recent



LOOK UPON THIS PICTURE

As published in the July TEA AND COFFEE TRADE JOURNAL. O. W. Simmons is standing, third, from the right.

convention of the Flavoring Extract Manufacturers' Association at Atlantic City, because they met him there, or because they saw him lined up in the only faithful reproduction of the conven-



AND ON THIS!

As published in the July issue, Simmons' Spice Mill. Note the blot where O. W. Simmons stood

tion picture in this paper, are wondering what happened to the same picture as it appeared in Simmons' Spice Mill.

Here are the two pictures for comparison. In one Oliver W. Simmons is plainly discernible. In the other (the one printed in *The Spice Mill*) he has been blotted out. Surely there is nothing about O. W. Simmons' physiognomy which would seem to warrant his being excluded from the sacred columns of B. F. Simmons' *Spice Mill*, unless, indeed, it was the same spirit which caused Caesar to remark to Brutus, "Let me have men about me that are fat, sleek-headed men, and such as sleep o' nights: Yond Cassius has a lean and hungry look; he thinks too much; such men are dangerous."

Just because the Fates willed it that two "Simmons" should be working in the same vineyard, why should either be jealous of the other? The vineyard is wide, there are grapes enough to go around, and the wine presses are so often idle because the real laborers are all too few. What does it matter, brother, if your paths



OLIVER W. SIMMONS

Advertising Manager, THE TEA AND COFFEE TRADE JOURNAL

cross frequently in the day's work: what if your basket is sometimes lighter or heavier at the close? You will be judged at the end by the temper of the spirit that you bring to your work.

Oliver W. Simmons is a gentleman. When he attends a trade convention he just naturally fits into the "picture," and that is why he is always welcome. His competition is clean competition. In over five years' contact with this trade he has built up a reputation for fair business dealings that will survive any attempt to blot him out of the "picture." He knows that "knocking is a slow but sure way of putting the skids under your prospects," as Elbert Hubbard said. Also, if you "push in the door softly, all things are yours—knock, and nothing shall be opened unto you."

THE MARKETS OF THE WORLD

¶ Latest News Letters from Staff and Special Correspondents in the Countries
of Production and the Leading Foreign and Domestic Trade Centres.

OUR LONDON LETTER

The Latest News from Mining Lane and the
Continental Trades Centres

Office of THE TEA AND COFFEE TRADE JOURNAL
34 Cranbourn Street, London, W. C.

LONDON, July 21, 1916.

THE tendency of prices in the tea market here is towards lower levels, and the drop has gone so far that the reduction in common leaf is quite 4 cents a pound. Fine teas remain pretty strong. Freight difficulties still oppress the market, and these have led to undue lateness of the Indian season. The new season's India teas are now being offered more freely, with prices again shading off. At one time, it will be remembered, all the commonest leaf grades touched 23½ cents. The market is fairly free from fears of Parliamentary interference, and no further change in the tea duty is expected before Budget time next year. Clearances, therefore, proceed normally. The big helping factor would, of course, be once more freedom of export. This would help the prices of all grades and especially the better leaf.

EXPORT STOPPAGE CAUSES WAITING MARKETS

The China tea market is inactive, but prices are generally firm. The suspension of export to the near Continent except under special license has placed a barrier against the manipulation of many kinds of China teas, more particularly finer Ching Wos and Souchongs. The quantities on offer are in no case excessive, but with so large an outlet blocked it leaves quite as much as can be reasonably consumed at home prior to the arrival of new teas in August.

Ceylon tea is cheap in inferior sorts and scarce in finer. The demand is pretty active, buyers being anxious to go on at the easier range now current. Java tea men report a good demand, with prices higher.

The quantities of coffee brought to auction of late were small, the market having a quiet tone,

the usual experience at this time of year. Business is adversely affected by the restriction on exports, as there is great difficulty in obtaining permits.

REDUCED PROFITS ON BRAZILIAN COFFEE

A good review of the Brazilian coffee business was given by G. A. Talbot, chairman of the Daimont Coffee Company, in speaking to his shareholders here on July 12. While agreeing that favorable conditions generally have prevailed, he declared that the war presses harder on the company this year than last. Owing to the restrictions put on the export of their coffee, there have been at times great difficulty in disposing of it, and this has curtailed the market and reduced the price. Licenses to export coffee have been withheld and sometimes canceled; and as most of the crop is sold abroad, this has been a serious hardship. The effect is reflected in the profit earned by the company. When the market was closed here the company sold 24,474 hundredweights (of 112 pounds each) of its best coffee out of the crop of 85,533 hundredweights in Santos, and this coffee, which is more than one-fourth of the crop, realized the equivalent of \$11.77 per hundredweight, bringing down the value of the whole crop to \$12.64 per hundredweight compared with \$14.08 last year, or a reduction of \$1.43 per hundredweight. This reduction in prices affected the value of the crop sold to the amount of \$122,955, reducing the profits by that amount. The crop for the current year, formerly estimated at 90,000 hundred weights, will be nearer 80,000 hundredweights.

SAO PAULO COFFEE FUNDS IN BERLIN BANK

It is interesting to note that Brazil coffee stocks in Hamburg, Bremen, Antwerp and Trieste belonging to the State of Sao Paulo, and supposed to have been "commandeered" by the enemy, have been sold at the high price of 65 marks per bag of 50 kilograms. The proceeds have been deposited in a Berlin bank, and their mobilization is under negotiation between the two govern-

FOR JAVA TEAS OF DIRECT IMPORT

WRITE TO

ROWLEY DAVIES & CO., LTD.

BATAVIA, JAVA

OR FENCHURCH HOUSE,
5, FENCHURCH STREET, LONDON, E. C.

IRWIN-HARRISONS & CROSFIELD, Inc.

Importers and Jobbers of Teas

PHILADELPHIA	NEW YORK	BOSTON	CHICAGO
50 So. Front St.	96 Wall St.	144 State St.	183 N. Wabash Ave.

London	Colombo	Calcutta	Batavia	Shanghai	Hankow	Foochow
		Shidzuoka	Daitotei			

EPPENS, SMITH COMPANY

Importers and Jobbers

COFFEES and TEAS

267-269-271 Washington St., 103-105-107 Warren St.,
124 Front St., NEW YORK

When Writing Advertisers, Kindly Mention THE TEA AND COFFEE TRADE JOURNAL

ments. The disposal of the large stock in Havre, at one time threatened with "requisition," is an open question, as also further shipments in that direction.

FAZENDA COFFEE CAMPAIGN

The State of Sao Paulo (Brazil) Pure Coffee Company, Ltd., the Fazenda coffee people here, is at present conducting one of its interesting little campaigns to sell its commodity. Small spaces are being taken in all the best circulations and the home journals. Absolute purity is guaranteed, and a line is made of the fact that the ground or whole beans are in hermetically sealed tins. This is a bid for the high-class trade, and 50 cents a pound is asked.

Tea and coffee merchants and grocers generally, especially retailers, have now hustled all they know how to get level with the shortage of labor difficulty. Military service is now compulsory in this country upon all men, married or single, between the ages of 18 and 41, unless exemption can be secured. This exemption is given for certain indispensable trades or certain indispensable positions in those trades. It is also granted in cases of special need, but usually only for temporary periods of from one to three months.

GROWING TEA SUCCESSFULLY IN PAPUA

The Australian Minister for External Affairs, Mr. Mahon, has received from Mr. Speedie, officer in charge of the experimental station, Hombon Bluff, Papua, a report in regard to tea growing in that territory. This states that a plot of tea was planted on the station in 1911, and the plants were healthy and free from disease, but owing to the poverty of the soil and the long, dry season, the bushes did not come on as well as they promised. Ten to thirty miles farther on, in the Sogeri district, however, the rainfall averaged 150 inches annually and there were no dry months. Experiments made there convinced Mr. Speedie that tea could be grown profitably on thousands of acres in the district. Mr. Speedie states that there is plenty of native labor available for tea growing.

THOMAS REECE.

LOOKS FORWARD TO RECEIVING IT

H. G. HARRIS, 379 Friendship street, Providence, R. I., writes: "I am enclosing two dollars and bill, as I fully appreciate the 'Blue Book,' and look forward each month to receiving it."

CHICAGO LETTER

The Pro-Coffee Campaign and Trade Relations—
The Grocer as a Roaster—Quiet in the Local
Tea Trade

GENERAL APATHY appears to have assumed command of the Chicago coffee interests, in so far as enthusiastic immediate support of the publicity propaganda is concerned. Possibly two-thirds of a month of unprecedented hot weather in conjunction with the vacation season may have had something to do with it, but inquiry among the trade indicates that there may be other reasons as well. When, on the outbreak of the World War, it seemed desirable to call the local trade together to take counsel, every one imagined his ox was about to be gored, and the result was a crowded meeting, non-members vying with members for a place to hear. Prior to the meeting called for the latter part of June for consideration of the publicity propaganda, President Brasen addressed to the membership of the Chicago Association a concise letter, setting forth the action of the conference at the La Salle Hotel, naming the local committee, asking members to read carefully President Weir's address, as reported in the trade press, and urging attendance and co-operation in the movement. How large an attendance resulted, think you? Just seven, including the speaker from outside the association. When coffee can be bought on falling prices and sold at a profit, it is, perhaps, human nature not to look beyond the present, nor to recognize the necessity of plunging in a part of the present profits to insure a continuance of the present or the creation of greater returns. The friends of the movement look for an ultimate realization of the great good that can be accomplished, and attribute the present lack of interest to failure to keep in touch with what has been done, a failure to which the local committee can in no wise be held to account.

TRADE RELATIONS

The recent discussion in print of the relations of the roasters and the green coffee men have aroused considerable interest in the Chicago district, where opinion, as the writer has discerned it, is quite pronounced and far from being in accord with President Weir's reported estimate

Attractive—Tastefully Decorated—Well Arranged PREMIUM COFFEE ASSORTMENTS
For THE WHOLESALE GROCER or THE COFFEE ROASTER
Our Years of Experience Count for Much in Giving You Real Service
W. I. GAHRIS, President THE LIMOGES CHINA COMPANY, Sebring, Ohio

GUATEMALA COFFEE

**FAIR WASHED, SWEET DRINKING GRADES,
11 to 12 cents.**

**GOOD WASHED, FULL SOLID BEAN, GOOD
DRINKING GRADES, 12 1-2 to 13 1-2 cents.**

**CHOICE TO FANCIEST QUALITIES, 14 to 15
cents.**

These classes obtainable in NEW YORK, NEW ORLEANS and SAN FRANCISCO in large quantities.

If you could buy a satisfactory substitute for Brazil grades that you are using, at 1-8 to 1-4 cents less, you would surely and thoroughly investigate.

GUATEMALA COFFEES are positively equal in Style, Roast and Drink to other Mild Coffees that can't be bought within 1-2 to 1 cent per pound as cheaply.

The only prominent roasters who are not using them are those who have not had them properly brought to their attention.

of the green coffee interests as "the most important factor in the coffee world." The green coffee element is looked upon in many influential houses concerned in the distribution of coffee to the retailer as an intermediary, the value and function of which is waning, as the roasters and distributors are getting constantly into closer relations with the growers. It is by no means intended to minimize the economic services of the green coffee importers in the past in carrying some parts of the distributing trade in the infancy of the industry, and for such services the trade, both East and West, may be considered as duly appreciative. But it is pointed out that the cultivation of more intimate relations between the producers and the distributors of coffee is in line with the economic development of other industries, the tendency of which is to the elimination of the middleman. This sentiment is entertained to such an extent that there is almost certain to be pronounced opposition from the Middle West to any affiliation with the green coffee interests in the form of co-operative effort or their admission to deliberative assemblies dealing with questions affecting the trade at large.

SHOULD THE GROCER ROAST HIS COFFEE?

One of the factors with which the distributing roasters have to contend is the half-statements, under-statements, or in some cases deliberate misstatements, by which some of the mechanical industries endeavor, manifestly in the interest of the sale of their product, to marshal the grocers generally into roasting their own coffees. These arguments, reduced to their base, are: "Buy our machines, and the knowledge of good and evil will descend upon you, and you will be able to tell a Santos from a Bogota and a Guatemala from a Caracas." Of course, a knowledge of the coffee bean and of blends and cup quality does not suddenly envelop and possess any one who can turn a metal cylinder over a fire. There is, probably, no roaster of my acquaintance who would not gladly take into his establishment any grocer customer earnestly desirous of learning something about coffee, and instruct him to such effect that when he returns home he will, at least, be competent to handle intelligently the various

grades and to approximate the desired result in a blend.

On this account the trade regretted to note in the July issue that *THE TEA AND COFFEE TRADE JOURNAL* gave currency, even by a contributed article, to the statement that the grocer was paying the wholesaler (roaster) "from 2 to 8 cents a pound more than you should," whereas the added expense of roasting will range from three-quarters of a cent to a cent and a half per pound, and, including all customary overhead, will not exceed 3 cents per pound.

That the table of "successful retail coffee roasters" given in the article was ingenious rather than ingenious in its implication that the increase of trade reported was due entirely to home roasting, is indicated by the fact that one of the retail concerns referred to, whose increase in sales is quoted in pounds, happens to be a customer of a prominent Chicago distributor, the sales reported corresponding closely with purchases made of the Chicago house. The books of this house show that this customer bought from March 9, 1916, to June 16, inclusive, eighteen bags of roasted coffee and four bags of green coffee, so that the gratifying increase in sales must have been due to the quality of roasted goods from the Chicago house and not to the local roasting, which could not have equaled one-quarter of the amount sold. The Chicago roaster is no foe of real progress; he has a sharp eye, however, for economic fallacies, and he reproaches effort which will mislead retailers who, as the Arab proverb has it, "Know that they know not," and in consequence are willing to be taught.

QUIET IN THE TEA TRADE

The tea trade in the Chicago district may be conservatively characterized as very quiet. The buyers appear indifferent to the new Japan teas, and have been taking them only in small quantities and at prices which cannot be regarded as satisfactory by the importers. The reason assigned by the jobbers is that they are not distributing the quantity of tea usual at this time of the year. The retailers, also, are not having their usual seasonal trade. Another reason is that cables from the Orient show weak markets, which

PUREST AND BEST BAKING POWDERS

Cream of Tartar and Pure Phosphate

Buyers Private Brands at Attractive Prices

Also High Grade Cocos under Private Brands

MANHATTAN BAKING POWDER CO., 264 Spring St., New York

**Mr. Coffee Roaster,
Mr. Tea Packer,
Mr. Baking Powder Man.**

The reasons you should buy your cans of us:

- BECAUSE** Our prices will save you money and OUR prices of LITHOGRAPHED cans cost about the same as plain tins paper labeled.
- BECAUSE** WE DO NOT CHARGE FOR PLATES.
- BECAUSE** Our QUALITY, WORKMANSHIP, DESIGNS and SERVICE are unexcelled.
- BECAUSE** We are one of the largest INDEPENDENT manufacturers in the United States, and meet competition anywhere.
- BECAUSE** We are EXPERIENCED makers of high grade LITHOGRAPHED and plain tin cans of the BETTER KIND.

New Orleans Can Co.

New Orleans U. S. A.

P. S.—In asking for quotations, state sizes, number of colors and quantities.

**If you make
\$300.00
on COCOA**

WOULDN'T you rather make \$500.00, instead? Then let us get up a special label for you and put under *your own name* a cocoa on which you can make more profit and which we guarantee to please your customers. More business is sure to result as one after another of your customers recommends *your cocoa* to their friends. Write us today for assortment of labels from which to choose.

PENNSYLVANIA CHOCOLATE
COMPANY Pittsburgh, U. S. A.

Branch Offices:—Philadelphia, Chicago,
New York, Cleveland, St. Louis

**Harry C. Danaher
Coffee
Commission**

New Orleans, La.

Member New Orleans Board of Trade

Chas. Dittmann F. V. Allain Chas. S. Dittmann Jr.
Member N. Y. Coffee Exchange

CHARLES DITTMANN CO.

Coffee Commission

New Orleans—501 Gravier St., P. O. Box 747
Chicago, 326 River St., Rooms, 203-204

AGENTS FOR:

Messrs. Ed. Johnston Son & Co., London
Messrs. E. Johnston & Co., Ltd., Santos
Messrs. Atlas Coffee Co., Ltd., Rio-de-Janeiro
Messrs. Norton Megaw & Co., Ltd., London
Messrs. Norton Megaw & Co., Ltd., Rio-de-Janeiro
Messrs. Arbutnot, Latham & Co., Bankers, London
Messrs. Fred'k. Huth & Co., Bankers, London
U. S. Branch of Thames & Mersey Marine Insurance
Co. Ltd., of London & Manchester
London Assurance Corporation (Fire Insurance)

Commercial Letters of Credit Issued

Our spot department makes a specialty of selecting and purchasing coffees for the interior trade.

**NOW IS THE TIME FOR
Mixed
Pickling Spices**

We offer a range of grades carefully prepared from choice sifted spices and seeds packed in barrels, boxes or cartons, and shall be pleased to send samples and prices for quantities to suit.

ARCHIBALD & LEWIS CO.

Importers and grinders of Spices, Seeds, Herbs,
Tapiocas and East India Goods.

Office:
80 Wall Street
New York City

Mills:
87-93 Furman Street
Brooklyn, N. Y.

inclines the jobbers to reduce their stocks to the lowest possible point before the necessity of replenishing. Advices from China are to the effect that the Chinese tea men have decided to come down to the foreigners' ideas of value, and business is now being regularly conducted. Latest cable quotations indicate that early Foochows are on a slightly lower basis than last year. On account of the depleted stocks a good market in the late summer and fall is looked for.

CHAIN-STORE CHANGES

The Great Atlantic & Pacific Tea Company, which has been operating in Chicago for many years, is now understood to have arranged to establish 200 additional stores in order to be in a position to compete sharply with other grocery and tea and coffee houses.

The India Tea Company, it is understood, has been taken over by George Rassmussen & Co. This concern is credited with being the guiding spirit of the National Tea Company, which has about 70 stores in Chicago and fully 75 house-to-house delivery services. The addition of the India Tea Company will make perhaps 100 more delivery services.

Another item showing the value of pedler service is the changing management of the Crown Tea Company. It is understood that the former proprietors have received a handsome reimbursement, and the present owners are satisfied that they have received full value. Common report has it that the present corporation is backed by the same people who formerly controlled the India Tea Company.

Whatever the "higher-up" control, backing or financial interests of these organizations, the growth of the chain-store, wagon-service and mail-order distribution of coffee is a matter that is likely to call for the closest study of those who have the trade interests at heart. In the opinion of some, these interests are already in a position

to benefit more generally and more directly by the coffee publicity propaganda than the roasters themselves, under whose auspices the proposed campaign of education is to be conducted.

J. W. B.

THE NEW YORK MARKETS

Special Market Reviews for "The Tea and Coffee Trade Journal"

NEW YORK, Aug. 1, 1916.

FOR a time the Brazil markets were affected by an inability to sell freely to Europe. Subsequently a strong undertone developed at the shipping points, advancing prices above New York values. In consequence, there has been very little interest in cost and freight transactions. Apparently this condition of affairs is not causing the trade any serious concern.

There is some difference of opinion as to the volume of coffee held by the roasting trade. In some directions this is thought to be sufficient to last the trade for the next month or two, while others are of the opinion that the small amount of stocks in private warehouses here will advance prices materially as soon as orders come forward in a little larger volume.

LIMITING DAILY RECEIPTS AT SANTOS

Roughly, the estimate of the 1916-17 crop is figured at about 14,000,000 bags of Brazils. In order to spread the delivery of coffee more uniformly over a period of months rather than to have shipments crowded forward at the beginning of the crop year, Brazil has announced that after August 1 the Santos receipts will be limited to 50,000 bags daily.

Mild coffees are dull and heavy. Stocks are large and are steadily increasing. There is no export business, and this is bothering the im-

DANNEMILLER COFFEE CO.

Brooklyn, N. Y. City

ROASTED COFFEE

Bulk—Package—Canned

GREEN COFFEE

In Carload Lots

Ask for Samples

Jobbing trade solicited only
Our prices will interest YOU

PHOSPHATE

For Baking Powder and Prepared Flour

PROVIDENT CHEMICAL WORKS

Main Office and Works: 8011 IDAHO AVENUE, ST. LOUIS Branch Offices: NEW YORK, CHICAGO

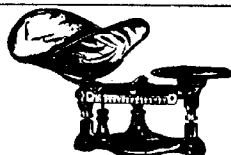


YOU DOUBTLESS KNOW THE EXCELLENT LINES WE MAKE
IF YOU DON'T, HERE THEY ARE:

**Scales, Coffee Mills, Scoops,
Canisters, Slicers, Etc.**

108 Page
Catalogue
on request.

The Jacobs Bros Co., Inc.
78 Warren Street,
New York City, N. Y.



**We are Headquarters for
Teas Of All Kinds
CHINAS—JAPANS—FORMOSAS
JARDINE, MATHESON & CO., LTD.**

Commission Merchants and Importers

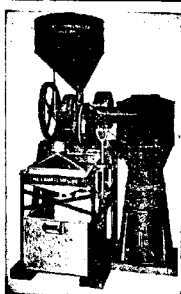
63 WALL STREET

NEW YORK

**The Laurel Improved
Coffee Granulator
and Chaff Remover**

Cheapest and best machine
on the market. Capacity
300 lbs. steel cut per hour.
The machine you will want
to increase your sales of
clean ground coffee. Write
for photo, information, and
sample of the work of ma-
chine.

The Laurel Mfg. Co.
627 N. 3d St., Phila., Pa.



MITSUI & CO., Ltd.
Importers of
FORMOSA TEAS, ETC.
PLANT IN TAIPEH, FORMOSA
TEA DEPARTMENT
87 Front St., and 25 Madison Avenue, New York
Branches All Over The World

E. B. MÜLLER & CO.
Importers, Growers and Manufacturers of
**CHICORY AND
COFFEE SUBSTITUTES**
OF EVERY GRADE
211 FRANKLIN STREET, NEW YORK

WM. J. JAEGER
Manufacturer of
TIN CANS AND BOXES
390 Hudson Street New York
Tea, Coffee and Spice Trade Our Specialty
Confectionery Cans and Boxes

REEVE & VAN RIPER
WAREHOUSEMEN
COFFEE Milling, Cleaning, Hulling,
Separating and Picking
Packers of Teas in all styles. Lead
packages a specialty
Storage and Weighing
46-48-49 WATER ST., NEW YORK

CHICORY

HENRY FRANCK SONS, Inc.

FLUSHING, N. Y.

Growers, Dryers, Roasters and Manufacturers of Chicory
in all its Various Forms

Samples and prices upon request.



When Writing Advertisers, Kindly Mention THE TEA AND COFFEE TRADE JOURNAL

porters of fancy mild coffees to a considerable extent. Fancy grades are bringing fairly good figures, but medium and low grades show the effect of conditions and are being offered at concessions in price.

TEA STOCKS SMALL AND PRICES FIRM

No large sales are reported, the trade seemingly being well satisfied to take such lines as they need for immediate consumption. It should be noted that the warehouse stocks are small and prices generally pretty firm.

The market for Formosas has reacted somewhat, but the drop has principally affected the low grades.

There is an intimation of a short crop of Congous, with available supply very limited, particularly of the better grades.

The primary markets report an advance in Greens of 4 cents a pound over last year.

Japans are firm, so far as the better quality of tea is concerned. There is, however, a quantity of machine leaf that is of poor quality and to which very little attention is being paid.

SPICES SHOW MORE ACTIVITY

The market toward the end of the month showed considerably more activity. Reports from abroad indicate a better situation with reference to pepper. There is sure to be a large increase in demand for the next two months, when the bulk of the preserving is done. This will, without question, advance prices throughout the list.

PEPPER—Prices here are a little higher and quotations abroad have advanced as well. The market is expected to work above present figures.

CLOVES—Conditions have been rather quiet. Prices are unchanged, but will probably not go lower.

ALLSPICE—Quotations have eased off a little, but the market is firm on report of short crops.

CASSIAS—Demand is good, with prices a little easier. If orders should show an increase in volume there would, without question, be an advance in quotations.

GINGERS have been somewhat easier for the last few weeks. Further reaction is not expected. The demand has been only fair.

MACE—Orders have been rather light during the month, but should increase at this season. Prices show very little change.

NUTMEGS are considered good value at present. Quotations which have reacted from the high point are unsettled. Demand has been rather poor, but a better market is looked for.

AMERICANS AFTER BRAZIL'S TRADE

The American committee of business men, who are now en route to Brazil to advance the trade relations between that country and the United States as a result of resolutions adopted at the Pan-American conference, was announced recently by the International High Commission.

The members are Charles L. Chandler, of the Southern Railway, Chattanooga; William C. Downs, United States Commercial Attaché at Rio de Janeiro; Louis R. Gray, coffee buyer for Arbuckle Bros., now in Brazil; Frederico Lage, of William Morris Imbrie & Co., New York; Dr. Richard P. Strong, vice-president of the American International Corporation, New York; Thos. W. Streeter, vice-president of the Latin-American Corporation; A. C. Weigle, Chattanooga, and Edward F. Stace, Chicago.

THAT BRITISH COFFEE TAX

According to advices received from our London correspondent, a meeting of the coffee trade in that city has called attention to a misconception as to the reduction of the tax on coffee from 12 cents to 9 cents a pound. The press was requested to publish the fact that the duty remained at 9 cents a pound on raw coffee, which is equivalent to 12 cents a pound on the berry when roasted.

TEA COFFEE RICE

Merchandise of poor Quality is never cheap. It is economy to seek Standards of Quality.

Good goods are an asset that means Business Good Will—an asset built on Character and fair price.

Correspondence solicited—Wholesalers and Jobbers only.

M. J. BRANDENSTEIN & CO., 96 Wall St., New York

To Packers of Tea Coffee, Spices, Cocoa Etc. ❁ ❁ ❁ ❁

¶ In these present days of high-priced tin cans, why not fully investigate the distinctive merits of



The Best and Most Economical Package

¶ It possesses all the strength, efficiency, serviceability and outward appearance of the all-tin can, with the additional advantages of more attractive style, greater convenience and less cost.

¶ We can give you scores of names of high-grade houses in your lines using THE CANWOOD CANISTER, all of whom without exception, are enthusiastic in the praise of its unique merits.

¶ If you supply your labels we can mount them on the Canisters in course of manufacture without charge—a single item of labor-saving worth from \$1.00 to \$2.50 per thousand packages.

¶ All regular commercial sizes—2 ounces up to 5 pounds. Shipped cased, ready for reshipping, if you say so.

¶ Shipped, if desired, packed in the cases (Wood or Fiber) you use to re-ship in, neatly branded in two colors ready to fill and reship.

Full information, samples and estimates supplied promptly on request; all charges prepaid.

THE CANISTER COMPANY

PHILLIPSBURG, N. J.

TRICOLATOR "THE" COFFEE MAKER

The Aluminum Bowl
Makes Perfect Coffee
Thru Paper Filters

While the

Almost Unbreakable
China Urn Retains
The Flavor and Color



Use our Advertising Department maintained for "better coffee making."
Copy revised and written without charge.

**The Tricolorator Co.
CHICAGO**

Ukers' Tea and Coffee Buyer's Guide

To first hands in the Tea, Coffee, Spice and Fine Grocery Trades.

Being a carefully compiled list of the leading supply houses in the United States and Foreign Countries.

This year's Guide contains over 700 classifications, including TEA AND COFFEE DICTIONARIES, carefully selected list of the leading importers and jobbers of teas, coffees, cocoas, and spices, coffee roasters, baking powder manufacturers, chocolate manufacturers, extract makers, wholesale grocers, and TEA, COFFEE, SPICE AND COCOA EXPORTERS in Foreign countries; a complete Premium Buyer's Guide and the source of supplies for everything needed in tea, coffee and spice factories; and in the manufacturing wholesale and retail grocery business.

Price \$1.00 a copy postpaid

Cash Must Accompany Orders

Published by

**The Tea and Coffee Trade Journal Co.
79 Wall Street, New York**

THE PRACTICAL RETAIL GROCER

¶ A department devoted to the discussion of problems which vex retailers; telling how to arrange, display and sell goods; how to systematize; how to advertise; how to obtain the maximum efficiency in the grocery business.

TRADE GETTERS

A Series of Business Winning Plans That Have Been
Tried and Found Successful in Different
Parts of the Country

By FRANK FARRINGTON

INTEREST in the store and in its stock may be increased greatly by offering a series of prizes for the best advertisement submitted in a contest. Make the conditions that the advertisements shall be suited to use in newspaper space of your regular size, that they shall tell definitely about some one or more lines of the goods you sell, quoting prices if possible. Let one of the conditions be that the advertisements will be judged to some degree on a basis of the familiarity they show with your store and stock. You can afford to make the prizes well worth while and go into the contest with a good deal of a splurge, as the development of a considerable interest on the part of the public will mean many visitors to your store, much consideration of its features, and a great deal of talk all through the contest as well as afterwards about the matter. Include in the explanations such information as the size of the space, the number of words of copy needed, the necessity for writing on one side of the paper and writing plainly. While this contest might be made to appeal only to school children, it will be well worth while to make it open for all. An important thing in this as in other prize contests is to have a considerable number of secondary prizes, so that people will be led to try with the feeling that though they may not have any chance of winning the chief prize, they will probably get something.

EXHIBITING A CURIOSITY

Almost any merchant can secure the loan of a beautiful painting or of some object of great timely interest, or he can rent some such article from an outside city. The properly handled exhibition of this in the store may be made to

draw large numbers of people who will thus be shown the store and the stock, and the plan affords a chance to get into the store those who otherwise never come there, people who are the regular customers of some other place. This article should be displayed in a room by itself, and if there is no separate room in a space screened off. The approach to it should be lined with samples of the best values in the store with prices in large cards on them. If the store and the town are large enough and the article shown important enough so that there will be a good crowd coming most of the day, the exhibit may be open all the time, but in most instances it will be better to exhibit only for certain hours in order that people may come in a crowd at a time. This makes it necessary to line them up, and they have to move along slowly with the line through the approach, thus having abundant time to see the goods as they go along and to comment on them. There should be no effort to crowd people into purchasing when they come to see the exhibit. Let them feel comfortable and at ease as mere visitors, giving them a chance, however, to buy if they feel so inclined. Of course there should be a considerable splurge in the way of newspaper or dodger advertising to draw the crowd.

SAVING WRAPPERS

There is no better way to make regular users of a commodity out of occasional purchasers than to offer premiums of some kind for the wrappers or containers of that commodity. In the case of goods of frequent or of constant use, to get a family buying their supply from you all the time, makes them regular customers on other lines as well as on that line. It holds the trade and keeps it coming, and if it costs something to hold it in this way, it costs no more than you are willing to pay, probably less than it costs to get a new customer, or to get back one once lost. Look over your stock and see what you have that offers an opportunity for working out this plan.



WEIR'S RED RIBBON COFFEE

"None Better"

Packed in one pound parchment foil interlined bags; also in tins.

ROSS W. WEIR & CO., Inc.
NEW YORK

ROYAL BAKING POWDER

ABSOLUTELY-PURE

Everybody knows that all the grocers in the world, taken together, sell more ROYAL BAKING POWDER than any other kind. This proves that ANY grocer can do the same thing.

ROYAL BAKING POWDER properly displayed and recommended to your customers will pay you more and surer profit than any other brand you can handle.

Contains No Alum



When Writing Advertisers, Kindly Mention THE TEA AND COFFEE TRADE JOURNAL

SYSTEM AND SALESMANSHIP

Helpful suggestions on organization, advertising and sales factors, for Executives, Store Managers and Clerks

BE A "BOOSTER"

Saying a Good Word for Another Line Than Your Own May Bring You an Order; Certainly it Never Pays to be a "Knocker"*

By FREDERICK W. NASH
New York

EARLY in my sales career I was sent to Bangor, Me., to try to bring up the business there, which was falling off under charge of the local salesman.

In passing down the main street of the town with him, I noticed a very fine store, with a sign over the door, "Tea White," the store appearing to specialize in teas, coffees, eggs, butter, etc., and as I was selling the Fifty-seven Varieties, I asked the salesman whether that store was handling our goods. He said, "No," that this man confined his trade to certain specialties that he thought it paid him to concentrate on, and that it was no use of talking the Fifty-seven to him. As I was interested in getting business there from every legitimate source, I said, "Nevertheless, I would like to see him," and we went in.

Mr. White, who was one of the good, hard-headed, old-fashioned type of men, met me with this statement:

"Young man, I have just listened to a lot of hot air from a promoter of the National Biscuit Company, who came in here with a local salesman wanting me to put in a line of National Biscuits, and if I listened to all of the salesmen that come along with suggestions to add their line to my stock, I would soon be the same as any other merchant of this town and have no distinctiveness to my kind of business."

TOO MUCH SPECIALIZING MAY NARROW MARKET

My reply to Mr. White was about as follows, as I recall it: "You are doubtless correct in your feeling that you should keep your store in the specialist class, but the question is whether you are not narrowing your market too much by not expanding a little. As I understand it, you have been a good many years here in business, and probably to-day you have about all of the trade you can get

without expense. Consequently, it seems to me the matter for you to decide is whether you want to expand your business with this market available, and my feeling is that a concern that has made such a success as the National Biscuit Company, offering new kinds of goods and creating new demands on the part of the consumer for its products, is worthy of consideration. While, naturally, I would prefer to see you put in the Fifty-seven, I am frank to say that I believe you will make no mistake in considering a proposition from a good concern like the National Biscuit Company, even though you have no room for both my line and theirs."

HOW "BOOSTING" PAID

Then I proceeded to talk my line to Mr. White, on the basis of adding profit and trade to his store, with credit to his line, without infringing upon his own policy and ideas. The result was a very large order of a very fine selection of the Fifty-seven, for the first time in this store, although it had been in business there for twenty years, and my information is that he still had a good business on this line ten years later.

The point that I wish to make is, had I told him that while he should not handle the National Biscuit Company's goods, my goods were the kind of goods he *should* handle, I would probably not have made the sale--and the same principle holds true to-day, and, I believe, will always hold true in merchandising any product.

GINGER SALES TALKS

Wholesome Advice and Practical Suggestions for Grocery Salesmen from "One Who Knows"

By WESLEY WILLIAMS

IN these talks tea, coffee and grocery salesmen will find inspiration, encouragement and assistance in doing bigger things, in a better way, for both their employers and themselves.

CLERK TO CHAIN-STORE OWNER IN SIX YEARS

In the office of the writer recently a retired grocer, who was a clerk only six years ago, stated that when he started in business he had less than one hundred dollars in cash. To-day he operates four stores, sold last year \$300,000 worth of food products, and made a net profit on his turnover of 4 per cent.

But he was prepared when he entered business to work hard and long. He put into practice the things he had been taught while a clerk. He was clean-cut, honest, affable. He had made friends

* Excerpts from an address before the Representatives Club, New York.

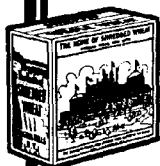


A Real Whole Wheat Toast

Lovers of real whole wheat toast will find palate satisfaction and real food value in

Triscuit

the Shredded Whole Wheat Wafer. It is made the same as Shredded Wheat Biscuit except that it is compressed into a wafer and baked by electricity. Unlike many so-called whole wheat flour products, it has the whole wheat in it, including the bran-coat, which is so useful in stimulating bowel movement. You should always keep this crisp, snappy, delicious wafer in stock. It is delicious when eaten with butter, soft cheese or marmalades.



Made only by
The Shredded Wheat Co.
Niagara Falls, N. Y.

Why the most exclusive stores sell

RYZON

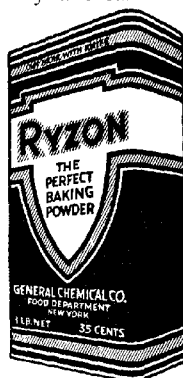
Because they can sell it as the Perfect Baking Powder, because they can back its effectiveness, its economy and its healthfulness to the limit.

Because the RYZON advertising is truthful and powerful—bringing trade to buy a product that exceeds its advertised claims.

Because RYZON has a character so high and a demand so strong that it is a real business influence.

Because the money-back guarantee proves good faith and good baking powder.

GENERAL CHEMICAL CO.
FOOD DEPARTMENT
NEW YORK



When Writing Advertisers, Kindly Mention THE TEA AND COFFEE TRADE JOURNAL

while a clerk who helped him establish his credit. He had behind him experience. In his head he had brains. His muscles were hardened to work. Having worked hard for others he was prepared to work just as hard for himself. Result, success; and it was not luck, either.

"PLEASE ASK FOR ME TO WAIT UPON YOU"

Years ago a young man from the country entered the employ of a firm of retail grocers in Philadelphia. It was a big store and did a large business. Competition was easy, service almost unknown. You see, we had not learned the great lesson of service then. Well, along came the young man and he was put to work behind the counter. He was eager to make friends. When he waited upon a customer he wanted to wait upon her again. One day he surprised all hands with his ambition. He had caused to be printed cards with his name on them, the name of the store, and underneath all this these words, "Please ask for me to wait upon you." The firm smiled, the boys sneered, but he was the busiest man in the store. In two years a branch store was opened and he was placed in charge. One year later he was taken into the firm. When he died he left a big estate. The commencement of his success was his affability and his desire to work. He threw away the microscopic view of salary and used the telescope of opportunity.

TIMELY TIPS TO CLERKS

Many clerks I have met say there is no opportunity to-day for the retail clerk to evolve into a merchant. This is not true. Opportunities are all about us, but we must seize them as they present themselves. Some big things have been achieved in the recent past by clerks who, having studied their business, ventured out on the sea of business and made a success.

Let us all stop wishing and get to work. Wishing will get us little if anything. Working will bring success. Some one has said that "success is a mental attitude and that a right mental attitude will bring success in anything we undertake."

How many of you clerks who read this are working *for* the boss or working *with* him? Sit down and think this out. There is a wide difference between working *for* and working *with*. There is no power on earth stronger to make a man succeed than to throw his whole heart into the business in which he is employed.

If a man you work for does not recognize your ability, do not get discouraged; some one else

will. Work carefully and consistently done will bring its reward.

Too many, I fear, think of the price they are paid for their labor instead of the opportunity the labor affords for discipline, experience and character-building.

Work should be a pleasure and not drudgery. To the man who loves his work it is. If you do not love your work there is something the matter with you; and the quicker you change the condition the better it will be for you and your boss.

Get ready for the job higher up. When the vacancy comes be ready to fill it, and do not make it necessary to go outside for some one else. Make every action of yours in the store an advertisement for the store. Help to create a good will for the establishment. Conduct yourself so that customers will be glad to have you wait upon them.

PRACTICAL DEALER HELP

How One Roaster and Spice Grinder Seeks to Improve the Efficiency of His Grocer Customers and Their Clerks

WITH a view to improving conditions among retail grocers and their clerks, Paul Hasrod, vice-president of The Widlar Company, Cleveland, is sending out multigraphed typewritten copies of "Widlar's Suggestions to Clerks," showing them how to make themselves more valuable to their employers and become better business men, and "Widlar's Suggestions to Dealers," showing them how to make themselves and their clerks more valuable to their businesses.

The novelty and the value of the plan consist in its general character and the wide application of the practical and useful suggestions and ideas embodied in the two sets of typewritten pamphlets. The company has wisely and unselfishly refrained from employing this opportunity to boost its own goods, and for this reason its "Suggestions" to grocers and their clerks will be more favorably received, and, indirectly, the company will perhaps benefit more largely than if the plan had been pursued along the usual lines. The little talks on "quality," "value," "service," "truthfulness," "sincerity," etc., indirectly, but none the less forcibly, drive home the quality, value, service, etc., of Widlar products.

SOME "SUGGESTIONS TO DEALERS"

A few of the most helpful "Suggestions to Dealers" follow:

Special Offer to Jobbers on



ALLIANCE COFFEE

A Quarter Seller That's a Repeater

If you are a jobber, we have a particularly attractive proposition to make you on Alliance Brand package coffee—a coffee of merit retailing at twenty-five cents and offered you at a price that will give you a living profit.

When writing, ask for prices and samples of Bull's Eye and G. B. brands bulk roasted Rio.

Located in one of the largest and most up-to date coffee plants in the country, we have the facilities and the organization for giving you most efficient service. Let us help you build up your coffee trade.

YOUNG & GRIFFIN COFFEE CO., Inc.
97 Water St., New York

Successors to
Brazil Syndicate, Inc.
Potter, Sloan, O'Donohue & Co.

Coffee Sermonettes

Being a series of Sales Talks, Pointing the
Way to Increased Coffee Business.

No. 4—Advertising.

¶ All other conditions may be ideal—you may have a select store in a prominent location, you may handle only quality coffees, your service may be all that the most fastidious customer could desire—yet your advertising methods may be wrong and a hindrance rather than a help to your business.

¶ Of the various ways and means available to advertise your coffee business, nothing holds greater possibilities than your show windows. Every eye is attracted toward a well-displayed store front. Use large and prominent displays, artistically and intelligently arranged, and good results are sure to follow.

¶ Logically, coffee displays within the store should be devised co-incidental to those in the windows. One should be made to link up with the other. It is not good practice to make a large pile of loose coffee or a large pyramid of coffee packages, in order to attract attention. It is more effective and more pleasing to display just one or two packages, with possibly a small dish in front containing samples of the beans, surrounded by grocery items of an entirely different character—for example, jams, jellies, biscuits, etc.

¶ Circularizing and newspaper advertising are both important, especially in connection with your window and store displays. But it is well to remember that brands, not prices, are the vital points to be dwelt upon in all of your printed publicity. Any store can advertise prices and thus place itself in direct competition with cut-price chain stores, but when you advertise brands you are talking quality—you are building up an asset for your business which no competitor can take away from you and which will grow more valuable from year to year.

¶ Advertising for coffee retailers is a very great problem, and often the local conditions require special study and individual handling. Write us about yours.

Let us help you solve your coffee problems. Write for detailed information concerning coffee sales plans and quality goods.

The

William B. Harris Co.

Cup Quality Experts

Teas, Coffees, Spices

65 Front Street New York
(Copyright)

If you find Mrs. Jones or Mrs. Smith is not buying coffee and tea of you, call your clerks together and say to them: "See here, boys, we are not selling Mrs. Smith and Mrs. Jones coffee and tea. There is no reason why we can't sell them these items. Now, the next time Mrs. Jones and Mrs. Smith come in I want you to make an extra effort to sell them coffee and tea." If necessary, offer your clerks an extra inducement to get this business.

Familiarize your clerks more fully with the merits of the various goods you carry, and give them talking points to sell them. If you cannot do this yourself, then you should insist upon the salesmen who sell you explaining the merits of their products to your clerks.

Treat your clerks as partners and not simply employees. Confide in them. Be courteous and kind to them, thereby setting an example of the courtesy and consideration you wish them to show your customers. Show them the fundamental principles of business and help them progress.

SOME "SUGGESTIONS TO CLERKS"

And here are some of the most striking paragraphs from the "Suggestions to Clerks":

There is no business that puts you in contact with people like the grocery business. If I had a hundred boys to educate for business men, no matter what particular line I wanted them to follow, I would start them in the grocery business. Think of the wonderful success of Marshall Field and John Wanamaker. They were once clerks—the same as you are to-day. Every officer of The Widdlar Company was at one time a grocery clerk.

Successful merchandising is the art of getting the public to prefer spending its money with you. To effect this condition you must give the public the desired cause, and that cause is "quality" and "service." Aside from "quality" and "service" the strongest feature I know of to gain patronage is "courtesy." To be courteous you must possess an amiable disposition. Be obliging always. Show your customers that you are willing to put yourself out to favor them. Don't approach a customer with the idea of getting rid of her quickly. Be willing to entertain her. Be prepared to suggest to her such items as will appeal to her desires.

Your salary is governed by the profit you make for your employer. If he doesn't prosper you cannot succeed. Your employer's profit is governed by the manner in which you serve your people.

Treat the business as if it were your own. Look upon each item in the store as money, and consider it *your own money*. Be willing to do even more than you feel you are being paid for.

Remember: The man who doesn't do any more than he is paid for never receives pay for any more than he does.

In view of the efforts mail-order houses and soap clubs are making on coffee and tea, you should especially feature these items. If Mrs. Jones is trading at your store but isn't buying her coffee and tea, make an extra effort to sell her coffee and tea when taking her order. Say to her, "Mrs. Jones, we are having lots of compliments on our ——— coffee. I would like to send you a pound. I know you would like it." If you suggest it in the right way, the chances are ten to one she will let you include a pound of your coffee.

GOOD CHICORY ADVERTISING

An envelope enclosure, advertising chicory in a novel educational way, is being mailed to dealers and consumers by The Reilly-Taylor Company, coffee importer and roaster, New Orleans. One side, printed in coffee-brown, shows the chicory plant as it grows, the roots when dried and cut, and a dish of roasted and ground chicory. In the upper right-hand corner is a reproduction of a can of "Luzianne" coffee and chicory mixture. Under the illustrations is this wording: "Do you know what this is? It represents something particularly good and healthful."

The reverse side contains this interesting information: "European countries, particularly the French, have used this combination [of coffee and chicory] for more than a hundred years. We inherited this secret from the French who settled our city. Through misinformation, many think chicory not good. To the contrary, a small quantity added to good coffee improves and strengthens it as salt does bread. It also adds to its healthfulness."

SEEMAN BROS.' LABEL IMITATED

Julius Kaplan, of New York, was arrested in that city on July 19, charged with knowingly having sold goods with a fraudulent label. It is alleged that Kaplan sold cans labeled "Russian Caviar, Seeman Bros. Distributors, New York," to New York delicatessen dealers, which was not the product of Seeman Bros., and was of inferior quality. Kaplan was held for trial and released under \$1,500 bail.

	<p align="center">Empire Hardware Company</p> <p align="center">Grocers' Butchers' STORE FURNISHINGS Bakers' Restaurants</p> <p align="center">SCALES, CANISTERS, SHOW CASES, REFRIGERATORS, Etc., ELECTRIC COFFEE MILLS</p> <p align="center">85 Warren St. New York City</p> <p align="center">Between Greenwich Street and West Broadway</p> <p align="center">Write for complete Catalogue</p>	
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The Reputation and Standing of
Walter Baker & Co.'s
Cocoa and Chocolate
Preparations



Registered,
 U. S. Pat. Off.

Have been built up by years of fair dealing, of honest manufacturing, an unwavering policy of maintaining the high quality of the goods and by extensive and persistent advertising. This means for the grocer a steady and increasing demand from satisfied customers, in the long run by far the most profitable trade.

The genuine Baker's Cocoa and Baker's Chocolate have this trade-mark on the package and are made only by

WALTER BAKER & CO. Ltd.

Established 1780

Dorchester, Mass.

IMPORTANT!

Jobbers, Retailers and Consumers

We call attention to the ruling of U. S. Bureau of Chemistry, that "CHEMICALLY REFINED OLIVE OIL IS AN INFERIOR OIL AND MUST NOT BE LABELED NOR SOLD AS 'EXTRA,' 'SUPERFINE,' OR EVEN AS 'GOOD.'"

Even some of the largest importers are not aware that foreign packers are palming off on them third or fourth pressing oils, or oils pressed from bad, rotten or wormy olives, made colorless and tasteless by chemical treatment.

Knowingly and unknowingly, importers, jobbers and retailers are selling this chemically refined olive oil, either by itself or mixed in various proportions with natural olive oil, as fresh "extra," "superfine," "fine," "select," etc.

We reproduce our **SWORN STATEMENT** made to the Bureau of Chemistry:

Baltimore, U. S. A., May 2, 1916.

The Bureau of Chemistry,
 U. S. Department of Agriculture,
 Washington, D. C.

Gentlemen:—We guarantee the following:

1. That POMPEIAN OLIVE OIL is the first pressing of choice olives only.
2. That POMPEIAN OLIVE OIL is not in any way treated with chemicals, and does not contain any refined olive oil whatsoever.
3. That the fine flavor, the body and color, are natural; that no artificial methods of any kind are used to improve the flavor, body or color.
4. That only choice quality olive oil, purchased by our buyers abroad, direct from the producers, is packed under the POMPEIAN label.
5. That POMPEIAN OLIVE OIL is stored under vacuum, in sanitary, glass-lined storage tanks, where a uniform cool temperature is always maintained.
6. That POMPEIAN OLIVE OIL is packed in sanitary tins, in a sanitary plant, equipped with sanitary, glass-filling machines.
7. That our distributors are being continually cautioned to maintain our "ALWAYS FRESH" policy, and we endeavor to regulate shipments to jobbers so that they turn over their stocks at least once every sixty days.
8. That the rights of the consumer are protected from the moment the olives are pressed, until the olive oil from the POMPEIAN tin reaches the consumer.

THE POMPEIAN COMPANY

BALTIMORE, U. S. A.



Sugar Points

NUMBER

"Reputation" II

The head of Franklin is the famous sugar trade-mark, known to consumers everywhere as the brand that insures Purity and Quality, and equally as well known in the grocery trade as the brand of sugar that is most popular and therefore easiest to sell.

Our Trade-Mark is your guarantee that FRANKLIN CARTON SUGAR is Full Weight and made from Sugar Cane.

Original containers hold 24, 48, 60 and 120 lbs.

THE FRANKLIN SUGAR REFINING CO., PHILADELPHIA

When Writing Advertisers, Kindly Mention THE TEA AND COFFEE TRADE JOURNAL

STORE AND SHOW DISPLAY

¶The newest ideas in window dressing and store arrangement; unusual indoor and outdoor publicity

A TRADE-GETTING WINDOW

Tea and Coffee Invitingly Displayed by Florida Retail Grocer

ONE of the important assets of a retail grocer's business is not alone the quality of the goods he carries, but the neatness and attractiveness of his store in general and the way his goods are displayed on the shelves and counters, as well as a



A WINDOW THAT ATTRACTED TRADE

striking window display of whatever articles he may desire to advertise and push at any certain time. A good window display is a drawing card in itself, and is often a better means of attracting customers than some other form of advertising.

The accompanying cut shows an attractive window, advertising White House Coffee, in the store of Eugene Masters, who conducts a high-class grocery in St. Augustine, Fla. Note the card in the window, "Good coffee never harmed anyone."

C. D. GREGG TEA & COFFEE COMPANY

"The Coffee that's best by test"

IMPORTERS & ROASTERS, High Grade Coffees & Teas

SPECIALISTS IN CUP SELECTIONS

Samples and Prices furnished on request

Offices and Mills

76 FRONT STREET,

NEW YORK

TEN COMMANDMENTS OF ADVERTISING

Summing in a few lines an interesting address by Dr. Frank Crane before the Dallas (Tex.) Ad Club, recently, his principal points might be called the "Ten Commandments of Advertising":

1. All advertising should be clear. It ought to state just what your business is and where it is.
2. Giving your precise address.
3. Advertising should be reckoned as a part of your business.
4. It is as necessary as the sign over your door.
5. It should be regular and constant.
6. People trade with the firm whose name is familiar to them.
7. The newspaper ought to be your partner.
8. The newspaper going daily into the hands of the people is the best medium for advertising.
9. Advertising should be attractive. The most attractive thing you can put in is something that appeals to the self-interest of the readers.
10. Be brief. Don't try to crowd all the reading matter possible into the space you pay for, so as to get your money's worth.
11. Be human. Make your advertisements alive and warm as you can. Don't be too cold and precise.
12. Tell the truth. When a customer comes into your store do a little better for them than you said you would in your announcement.
13. It is a duty of all honest concerns to advertise. That is the best way to crowd out fakers.
14. Advertising is necessary to all forms of business which appeal to the public. The newspaper is the street that runs through the minds of the community. Your name-plate ought to be on that street.

AN EFFECTIVE COFFEE WINDOW

Yellow card board on the bottom of the window, yellow tickets with turkey red figures. Two yellow cards, 22 x 28, on the glass, one reading: "We Handle Six Grades of Coffee—One of These Will Suit You." Another, "Our Electric Mill Will Powder Your Coffee If You Wish It That Way."

The different grades of coffee in different colored pound bags in separate piles make an effective front, and if you handle Yuban, one of their back display designs is very attractive. In addition to this, half a dozen original bags of roasted beans, with about thirty-five pounds in the bag, well rolled down, will make a window that will stimulate your sales.

The United Profit Sharing Corporation, whose coupons are distributed with several well-known trade-marked articles, has abandoned the plan of selling its vouchers to the retail trade.

S.A. SCHONBRUNN & CO.

83 Front Street, New York

Importers and Roasters of Coffee

DISTRIBUTORS COFFEE OF QUALITY

Samples and prices that will bear competition, furnished on request.

American Sugar Refining Company

Domino Packaged Sugars Simplify Retail Selling

The grocer is becoming more of a merchandiser and less of a clerk. Packaged sugars are contributing to this advancement, for they allow him to devote more time to important work. They lessen the work for clerks—they save him money and promote his service in many ways.

The advantages of selling packaged sugars are realized to the greatest extent in Domino Granulated Sugar—the leader of all package sugars. It is all cane of highest quality and perfect cleanliness—widely known among consumers. Packed in 2 and 5 pound cartons—5, 10, 25 and 50 pound non-sifting bags. Domino Cane Sugar is also sold in Tablet, Powdered and Confectioners forms in packages. Ask your jobber's salesman.

American Sugar Refining Company

The Most Complete Line of Sugar in the World

A Grasshopper Can Hop

two hundred times its own length. Wonderful efficiency in a small mechanism! A business grows by strict attention to small details; and efficiency is at the bottom of it all.

THE COLES COFFEE MILLS & MEAT CHOPPERS

are the most practical machines obtainable, and are Business Bringers wherever installed. Satisfaction in every twist and turn. Get a copy of our Catalogue.

Coles Manufacturing Co., 23d & TURNER STS.,
PHILADELPHIA,
PA

DEATH OF C. C. WOODS

Pioneer Manufacturer of Fiber Tea and Coffee Containers Meets With Fatal Accident

THE tea and coffee trade was shocked to hear of the death of C. C. Woods, president of the Canister Company, Phillipsburg, N. J., on July 25. Mr. Woods was returning from New York to Phillipsburg on a Central Railroad train, and, according to the best information obtainable, left his seat to go to the train platform for fresh air. It is thought he became faint and fell from the train, the accident costing him his life.



C. C. Woods

Mr. Woods was a unique figure in this trade. He was the first to bring out a fiber container with tin top and bottom about sixteen years ago. This canister package was the only successful rival of the all-tin can. It is in use in hundreds of packing concerns in the tea and coffee trade.

Mr. Woods was a man of fine principles and great fixity of purpose. He had the courage of his convictions. He was fearless. In no way was this better exemplified perhaps than in his attitude toward advertising in trade papers. When he started to develop the Canister Company he looked over the papers in the grocery trade field, and picked THE TEA AND COFFEE TRADE JOURNAL as being the one which commanded his allegiance. He was a loyal friend of this paper ever after. He remained deaf to the solicitations of other

mediums and was unperturbed by any suggestion that he might be in error in placing all his advertising eggs in one basket. With Carnegie, he believed this to be good policy, providing one carefully tended the basket.

The original Canister Company's plant consisted of one building, employing 25 hands. Today there are eight buildings, employing 330 hands. The business showed a rapid and continuous increase, calling for deliveries to almost every State in the Union. Mr. Woods displayed marked financial genius in solving the problems connected with the business.

One of his personal friends and admirers was Col. William P. Roome, manager of the tea and coffee department of the Acker, Merrill & Condit Company. On being interviewed Col. Roome said: "Generous by nature, Mr. Woods found his greatest happiness in the joy he brought into the lives of others. In his family he was always the tender, thoughtful and devoted husband and the wise guide to his three sons, two of whom are college graduates. With them he was an elder brother, or, as they expressed it, 'just a pal.' Undaunted by difficulties, he met troubles with an honest good cheer that more than half destroyed their power."

Mr. Woods was 64 years of age and resided with his wife and three sons at Chestnut Hill, on the outskirts of Easton, Pa.

COFFEE PLANT IN PICTURES

The Johnson Automatic Sealer Company, Ltd., Battle Creek, Mich., is getting some effective publicity for its line of packaging machinery by means of motion pictures. S. H. Holstad & Co., coffee roasters and packers, Minneapolis, have had motion pictures taken of their plant showing their coffee-roasting and packaging process, and the Johnson equipment appears to good advantage in these pictures.

Jabez Burns & Sons, who installed the coffee-roasting equipment, also get some desirable publicity as a result of S. H. Holstad & Co.'s enterprise. So far as is known, S. H. Holstad & Co. is the first concern in this trade to utilize motion pictures to advertise their business.



H. F. HEACOCK, 51 N. Second St., Philadelphia, Pa.

Makers of Fine Tea and Coffee Canisters

The style shown here holds 50 lbs. of Coffee. We sell these in lots of 1 to 50. Send for quotations.

GROCERS' AND BUTCHERS' FITTINGS of All Styles

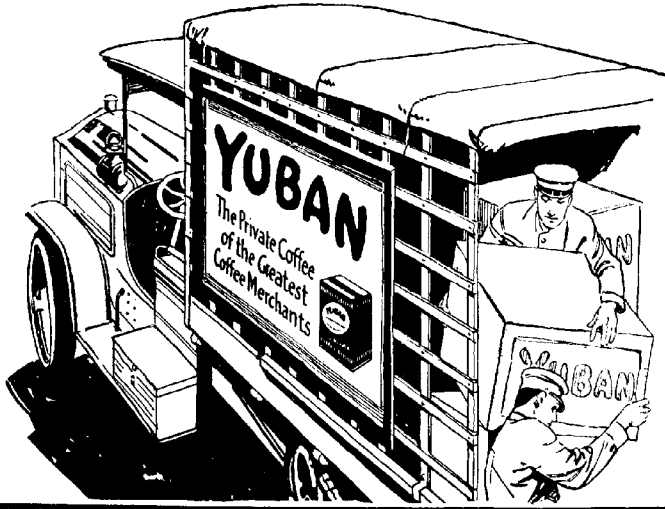
Write for Illustrated Catalogue

Over 8000 grocers in Greater New York alone supply Yuban regularly to their trade. Do you?

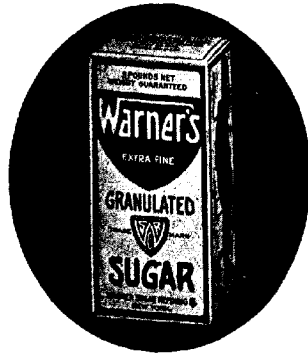
ARBUCKLE BROTHERS

YUBAN
COFFEE
DEPT.

NEW YORK CITY



Warner's
EXTRA FINE
GRANULATED
SUGAR



60-2 lb., 32-3½ lb., 24-5 lb. cartons to the case.

Warner's Superior Standard Sugars

Standard Medium Granulated	XXXX Powdered
Coarse Granulated	Standard Powdered
Extra Fine Granulated	Coarse Powdered
Standard Fine Granulated	Fruit Powdered
Standard Confectioners' A	Cuba
Confectioners' Royal Crystal	

Highest Quality Soft Sugars

1 Warner A	7 Supreme Ex. C	11 Summit C
2 Apex A	8 Olympic Ex. C	12 Unexcelled C
3 Regent A	9 Favorite Ex. C	13 Golden Rod C
4 Nero A	10 Triumph Ex. C	14 Adonis Yellow
5 Eureka A		15 Roman Yellow
6 Rex A		16 Superba Yellow

Warner Sugar Refining Co.
79 Wall Street, New York

SALIENT TRADE NOTES

Arthur H. Lamborn, Gerard P. Taneling, Chas. C. Riggs, Henry B. Hutchings, Clarence G. Troup, Karl E. Lindgren, George H. Logan, Victor R. Hess and N. Nelson Keen have formed a co-partnership under the name of Lamborn & Co., taking over the business of A. H. Lamborn on the New York Coffee and Sugar Exchange.

The roasting department of Runkel Bros., cocoa and chocolate manufacturers, New York, has installed Burns tiptop cooler boxes with flexible-arm connections to the main cooler pipe.

The Cahmet Baking Powder Company, Chicago, has ordered a double unit automatic scale, made by the American Machinery Company, for weighing and filling its product into 2½, 5 and 10-pound cans.

A completely equipped coffee-roasting plant with Burns apparatus, including two No. 1 roasters, tiptop cooling and stoning outfit of the latest flexible-arm type, green coffee miller and mixer, granulator with chaff remover, numerous storage bins, etc., will be installed in the new five-story building of The Northern Jobbing Company, wholesale grocer, at 306-24 Loomis Place, Chicago.

The Betterton-Rupert Coffee Company is the name of a new wholesale coffee-roasting concern at Ashland, Ky. Its new plant will be in operation about September 1.

In the new 8-story plant of The Williamson-Halsell-Fraser Company, wholesale grocer and coffee roaster, Oklahoma City, Okla., the present coffee-roasting department, including two No. 1 roasters, one No. 14 "Jubilee," green coffee machinery, grinders, storage bins, etc., will be moved and reset in connection with new Burns apparatus. The peanut butter department will consist also of Burns machinery, including a special two-bag roaster, suction stoner for blanched nuts, 12-foot picking table and grinder with automatic salter, all driven by separate motors.

Earl D. Bahst, president of the American Sugar Refining Company, says the company is employing about 10,500 men, an increase of about 1,000 over a year ago.

The recently-incorporated coffee, tea and spice business of The Paul de Lima Company, 321 East Water street, Syracuse, N. Y., is equipped with the latest one-bag Burns coffee-roasting outfit,

granulator with chaff remover and No. 11 mill mixer for ground coffee, and storage bins.

McDougle, Cameron & Webster, wholesale grocers, Dallas, Tex., have changed their firm name to The Webster Grocery Company, and have increased the capital stock from \$150,000 to \$200,000.

The New Orleans plant of the Jewel Tea Company has recently added a twenty-bag Burns mixer for blending and cleaning green coffee and a 500-pound tea mixer with dust remover.

J. C. Whitney Company, tea importer and exporter, has moved its main offices to larger quarters in the Ontario building, Chicago, and its San Francisco sales office to 149 California street.

W. F. McLaughlin & Co., coffee importers and jobbers, Chicago, have installed a "Challenge" lurr-stone pulverizer in their grinding department and are adding another No. 1 Burns granulator.

The Niehoff-Schulze Grocer Company, wholesale grocer, St. Louis, has leased larger quarters at 714-726 Spruce street, and has increased its facilities, employing at present forty salesmen.

The Barbour Coffee Company, 44 Water street, New York, has recently added a No. 4 Burns separator with which to grade accurately the coffees shipped direct from its Colombian plantations.

The Stollwerck Cocoa Company, Jersey City, was recently incorporated for \$150,000.

The Hershey Chocolate Company's plant at Hershey, Pa., has added six Burns coal-fuel roasters, each of 450 pounds capacity. It is reported that M. S. Hershey has purchased a sugar mill in the Province of Matanzas, Cuba, a sugar plantation of 10,000 acres, and will build a railroad from the mill to Havana, in order to assure the Hershey, Pa., plant of a constant supply of Cuban cane sugar.

Charles B. Wiley, formerly manager of the Bloomington, Ill., branch of the Loose-Wiles Biscuit Company, has been made agency superintendent of the Middle West territory, which includes Indiana, Illinois, Iowa, Nebraska, Minnesota, Wisconsin, Michigan and Ohio.

F. L. Cranson, one of the large stockholders of the Huntley Manufacturing Company, died at Silver Creek, N. Y., on July 29. Until a few years ago Mr. Cranson was the secretary of the company, but, suffering a stroke of paralysis, he was forced to retire from active work.



MCCORMICK & CO., INC.
BALTIMORE, MD.

Bee Brand Spices and Extracts, Banquet Tea





Mr. Feilchenfeld calls his National Cash Register his "reliable" secretary

Feilchenfeld Bros., Chicago, are carrying on a large and profitable grocery business.

And since N. C. R. Receipt-giving Service has been adopted their profits have steadily increased and unnecessary losses stopped.

The proprietor's viewpoint

Mr. Bismarck Feilchenfeld, one of the partners, said:

"This business success is made possible largely through the accurate assistance of that National Cash Register. Without it I would require at least two accountants figuring all day long. The result of their calculations could not be had until next day.

"That means that I would have to stay and work at night auditing my books long after the store is closed.

Exact Information at a glance

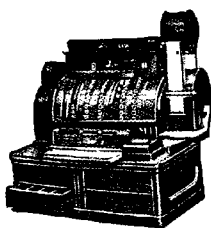
"Instead, to-night at closing time I'll know just exactly what we did to-day—

how much was charged out, how many orders went out C. O. D., how much for cash was sold during the day—all in totals, as fast as I can read them from the register.

"Printing each transaction on duplicate slips, as it does, eliminates disputes. The customer knows that a National Cash Register makes no mistakes in figuring.

"My reliable secretary"

"Its saving in time, labor, and worry over details leaves me free to plan and carry out ideas for the improvement of business, while the accuracy of transactions, curtailing of expense, and elimination of waste in money and time are taken care of by my reliable secretary, this National Cash Register."



But you don't have to have a big store to make the complete 1916 Model National Cash Register fit your business and multiply your profits. Fill out the coupon and we will send you information that fits your store and your business.

The National Cash Register Company, Dayton, Ohio

**The National Cash Register Co.
Dayton, Ohio:**

Please send late information on an N. C. R. system that will fit our business. We employ.....clerks.

Name.....

Address.....

City..... State.....

INFORMATION FOR BUYERS

Pithy Suggestions as to Where to Buy to the
Best Advantage—News of the Manu-
facturing Field.

PACKAGE MACHINES IN MOVIES

**Boston Firm Utilizes Motion Pictures to Demonstrate
Packaging Equipment and Educate Consumers
as to the Advantages of Package Goods**

THE National Packaging Machinery Company, Boston, is demonstrating the efficiency of its machines by means of motion pictures. This enterprising firm has taken moving pictures of one of its installations of packaging machinery, showing the machines in actual operation in a modern manufacturing plant. Representatives of the firm carry portable projectors, using non-inflammable films, which enable them to exhibit the actual workings of the machines in the customer's office.

The pictures, which are remarkably clear, show the entire packaging process. The combined equipment shown sets up the carton, weighs the material, fills the package, seals the top, and wraps the package in a water-proof outer cover, in a continuous operation under the control of one employee. The picture, as it passes before the eye, displays vividly each distinct move in the series of packaging operations.

SPREADING THE PACKAGE GOODS GOSPEL

The picture constitutes a most effective demonstration of the efficiency, economy and cleanliness of modern packaging methods. The National Packaging Machinery Company proposes to bring about the exhibition of this picture before consumer audiences throughout the country, thus backing up the packer at large in a general campaign in behalf of package goods. The ex-

planatory sub-titles introduced throughout the film point out the advantages of using packages, and are a liberal consumer education in themselves. The various stages of the picture purposely emphasize the arguments in favor of the modern package, laying particular stress upon its sanitary and quality-retaining properties.

Authorities agree that this picture is a particularly well executed and complete commercial film. Matter of a distinctly advertising nature has not been permitted to intrude in it. The only thing about the film that savors of advertising is on the sub-titles, which bear the name and address of the firm introducing the machines and that of the Standard Newsfilm, Inc., 729 Seventh avenue, New York, the makers of the film.

The National Packaging Machinery Company states that it is prepared to exhibit this film in the office or factory of anyone interested in improved packaging facilities, and also seeks co-operation, to the end that the pictures may receive effective distribution among consumers. Trade organizations are also at liberty to ask for a showing of the film.

A LARGE CACAO CONTRACT

Gaston, Williams & Wigmore, Inc., New York, has been appointed exclusive sales agent, on commission, for the Asociacion de Agricultores del Ecuador, a co-operative organization, the membership of which, according to the newly-appointed agents, includes every cacao grower in Ecuador.

The cacao production of Ecuador averages about 40,000 tons per year, and under the terms of the contract Gaston, Williams & Wigmore, Inc., will have control of the sale of this large output for every country in the world except England, Holland, France and Spain.

Plans are under way for the construction of large cacao warehouses in New York, San Francisco, Canada and throughout Europe.

SAUER'S
FLAVORING EXTRACTS

Largest Selling Brand IN THE U. S.

Awarded
Highest and Only Grand Prix at the
Panama-Pacific Exposition, also
15 other highest awards for
Purity, Strength and Fine Flavor
Prices 10c., 25c., 35c., 50c., \$1.00
C. F. SAUER CO., Richmond, Va.

UNIVERSAL ELECTRIC COFFEE MILLS

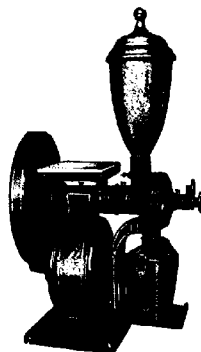
Motor is automatically released when grinders clog.

Easily reset without the aid of tools.

Opalite shelf and platform to hold receiving can.

Made with direct or geared drive in single or double combinations.

One third of expense to you saved by purchasing thru Jobbers.



No. E 9601

1 1/2 H. P. Height 37 inches.
Hopper capacity 5 lbs.
Shipping weight 330 lbs.
Countertype Gear Drive.

UNIVERSAL STORES SPECIALTY CO.

NEW BRITAIN, CONN.



Only Coffee in the United States, Roasted, Ground and Packed on plantation in native country.

THE COFFEE that received the FIRST GRAND PRIZE at the International Exhibition of San Francisco, Cal., was the GUATEMALA COFFEE.

Guaranteed under the Pure Food and Drug Act

When Writing Advertisers, Kindly Mention THE TEA AND COFFEE TRADE JOURNAL

THE ITALIAN OLIVE OIL CONTROVERSY

"The Olive Branch," Vol. II, No. 3, 1916, published by The Pompeian Company, Baltimore, reproduces articles and advertisements from the *New York Journal of Commerce*, telegrams, cablegrams and a chemist's report, bearing upon the controversy between that company and the Italian Chamber of Commerce in New York over the character of the olive oil exports from Italy as a result of the Italian Government's embargo on shipments of olive oil. This embargo was meant to apply to genuine Italian olive oil and not to olive oil stored in bonded warehouses before the date of the embargo or to straight foreign oils or foreign oils blended with Italian olive oils from bonded warehouses. The booklet gives both sides of the controversy, and the last page is a reproduction of the company's letter to the United States Bureau of Chemistry, Washington, D. C., citing eight strong points of the company's guarantee. Among them are mentioned the facts that Pompeian olive oil is the first pressing of choice olives, that it contains no chemicals or refined oil, that the flavor, body and color are natural, and that the oil is stored under vacuum, in glass-lined tanks, and packed in sanitary tins in a sanitary plant.

HAULENBECK COMPANY IN NEW QUARTERS

The John W. Haulenbeck Company is now located in its new plant at 303 Greenwich street, New York. This firm makes a specialty of roasting for the trade, and has no coffee to sell, nothing but service.

With its increased facilities, which include twelve 7-foot Burns roasters, also an up-to-date coffee-cleaning equipment, it is in a position to take even better care of any business with which it may be favored by the coffee trade.

COCOA IN GLASS CONTAINERS

Opler Bros., 171 Duane street, New York, packers of cocoa and chocolate, are specializing in cocoa put up in glass containers. They use either standard drinking glasses or preserving jars, these having wide appeal among consumers because of their general utility in the home after being emptied. A large trade in this type of container is being built up.

This firm also turns out the regulation line of cocoa in tins, the Opler label being particularly attractive. In addition to their own brands they also have good facilities for supplying cocoa and chocolate under private label.

JABEZ BURNS & SONS ENLARGE PLANT

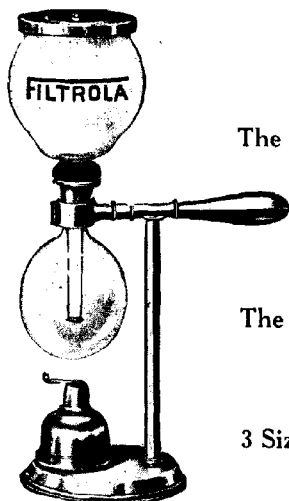
Jabez Burns & Sons, coffee machinery manufacturers, New York, announce that in order to take care of their rapidly-increasing business they will shortly build a large addition to their present plant, thereby enlarging their facilities by two-thirds. The new addition will be six stories in height, the same as their present quarters, and will be a thoroughly modern factory building in every particular. It is being erected on a plot directly adjoining the old building. All the floors are to be connected into one large factory. It is expected that the addition will be completed about January 1, 1917.

The growth of this business since its inception fifty-two years ago has been remarkable. During this period the firm has made five moves, in each instance to larger quarters. The floor space of the original factory, 107 Warren street, occupied about 4,000 square feet, whereas with the completion of the newly-planned addition the floor space will aggregate 88,000 square feet.

The tax on sugar in France that will ultimately fall on the consumer will be over 11c. a pound, once the various increases become effective.

GOLD MEDALS
were awarded to
G. Washington's Refined Coffee
and
G. Washington's Refined Tea
at the
Panama-California Exposition

All the crystalized goodness that is in the coffee berry and tea leaf that is good to use.
Quality—Convenience—Healthfulness
 Every can guaranteed to give satisfaction.



U. S. Patents
July 6-1916.
Jan. 4-1916.
April 25-1916.

THE **FILTROLA**

The only non-metallic
Coffee Maker in the World

Improves YOUR Coffee 50%

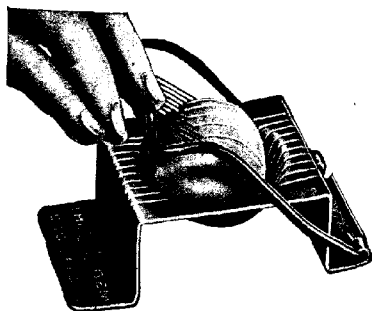
The Ideal Sales Promoter for the Modern
Coffee Merchant.

3 Sizes: 4 cup, \$5.00; 6 cup, \$6.50; 8 cup,
\$7.50.

Write for Trade Discounts

Crystal Percolator Company, Inc.
44 East 23rd Street New York

One Operation Slices Egg or Potato!



Dept. B—

The "Gem" Egg Slicer is a new specialty for the convenience of the housewife. It cuts Eggs, Potatoes, Beets, etc., into uniform slices. Cutting tray, pure Aluminum; cutting handle, nickel plated with automatically strung piano wires.

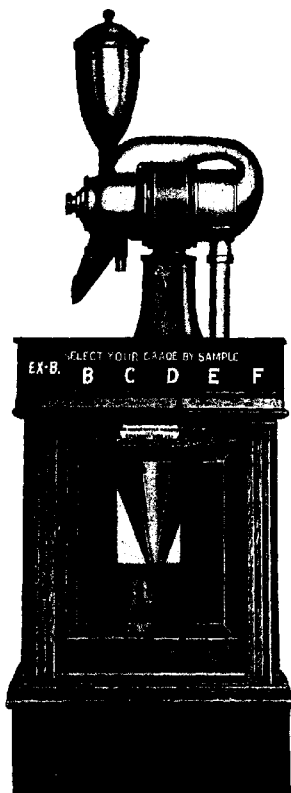
An Exquisite Premium

Crystal Percolator Co., Inc.
44 E. 23rd St., New York

When Writing Advertisers, Kindly Mention THE TEA AND COFFEE TRADE JOURNAL

Satisfied Customers Are Never Satisfied

—they always come back



Hundreds of thrifty, know-a-good thing-when-they-see-it sort of merchants have installed Master Coffee Cutters and Refiners, and have stolen a march on their competitors.

They furnish, right on the spot, a beautifully clean, chaff-free coffee, freshly cut or pulverized, which appeals to folks because of its very looks. People buy it, believing it is better. They continue to buy it because it IS BETTER.

The Master
REFINER

has never yet failed to increase the coffee business 100 per cent in any store it is placed, where the boss and his clerks do their part. It is a WONDER MACHINE, fully guaranteed and endorsed by prominent users.

**Produce Your Own
Steel-Cut Coffee**

save the packer's profit, and build a business distinctively YOURS.

Write for particulars quick

The Master Cutter Machine Co., Inc.

Oakley Station, CINCINNATI, OHIO

New York Office
63 Fifth Ave.

Philadelphia Office
42 N. 7th St.

A SURE TRADE GETTER

The Royal Valley Coffee Co.
Detroit, Mich.

**The Brand That Gets Repeat Orders**

ALEX SHEPPARD & SONS, Inc.
PHILADELPHIA

Mello
TRADE MARK
and Mello

Always



Best Coffee

H. H. HIXSON & CO., Chicago, Ill.

Talks with Grocers On Package Coffees

No. 7—Why It Pays To Push Package Goods

¶ Package goods are steadily growing in favor with the consumer despite the contention from some quarters that they are a factor in the increased cost of living.

¶ We are living on a higher plane these days than ever before. The modern housewife is not satisfied to purchase her food stuffs as did her grandmother.

¶ She demands the cleanliness, the convenience and guarantee of quality that the present day trade-marked package offers.

¶ The wise grocer is catering to this ever increasing demand for package goods. He, too, can benefit by this tendency toward packages if he will, because they will save him time and labor, and largely eliminate loss.

This is the advertisement of the coffee packers whose trade-marked brands are illustrated on this page. These brands are all established successes and they'll help you build a permanent coffee trade.

'Tis Time to Begin with Colonial Inn

DENISON & CO.,
Importers and Roasters
Chicago



EVERYBODY LIKES SUMORE



EVERYBODY WANTS SUMORE



EDW. D. DEFEW & CO.
NEW YORK CITY



THE TEMPLE GARDEN CO.,
NEW YORK—U. S. A.—BOSTON

Old Master Coffee

"The Auto-
crat of the
Breakfast
Table."

Goes Farthest, Tastes Best
Cheapest in the End.

THE BOUR CO.
Toledo and Kansas City



Write for Premium Catalogue



Eureka Coffee Co., Buffalo, N. Y.



JABURG BROS.
NEW YORK.



We Make Engravings

for printing in one color or more for Catalogues, Booklets, Blotters, Hangers, Posters, Letter-Heads, Business Cards, Trade Journals, Circulars, etc., etc.

Our Twenty-Seven years' experience enables us to guide the inexperienced buyer to get the best results for his purpose as economically as any expert could buy them.

Established 1889

GATCHEL & MANNING

DESIGNERS and PHOTO-ENGRAVERS
IN ONE OR MORE COLORS

Sixth and Chestnut Streets
PHILADELPHIA

We have customers who have stayed with us the whole Twenty-Seven years. Shows that you can trust us, doesn't it?

Write us about your next advertising.

HOTEL CUMBERLAND

NEW YORK, Broadway at 54th Street



Broadway cars
from Grand
Central Depot

7th Avenue Cars
from Penn'a
Station

New and
Fireproof

Strictly First-Class
Rates Reasonable

Rooms with Adjoining Bath
\$1.50 up

Rooms with Private Bath
\$2.00 up

Suites \$4.00 up

10 Minutes Walk to 40 Theatres

Send for Booklet

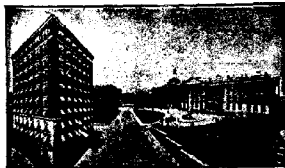
HARRY P. STIMSON

Formerly with Hotel Imperial

Only New York Hotel Window-Screened Throughout

Commonwealth Hotel

INC.



Opposite State House

BOSTON, MASS.

Offers rooms with hot and cold water for \$1 per day, which includes free use of public shower baths.

Nothing to Equal This in New England

Rooms with private baths for \$1.50 per day. Suites of two rooms and bath for \$4.00 per day

ABSOLUTELY FIREPROOF

Temperance Hotel

Send for Booklet

Storer F. Crafts, Gen. Mgr.

IRISH TEA BUILDS TRADE



Because
IT'S A REPEATER

IT WILL BRING YOU NEW
BUSINESS AND HOLD IT

LAPPIN TEA COMPANY
190 Duane Street NEW YORK

Sunshine

Biscuits

include every
Known variety
of Biscuits

Protect Your Trade Marks and

Your Trade Marks
will
Protect You.

For all information and services relating
to Trade Marks, Write

TRADE MARK TITLE CO.
Ft. Wayne, Ind.

FOR MIXING WITH COFFEE

"Hillis Perfect Coffee Specialty"

Is by Far the Best

A mixture of 20 to 50%
or more of the H. P. C. S.
with coffee will make a
blend that will assure a
steady, repeat, satisfactory
and profitable business.

Write for samples, or
send your order for a trial
barrel or bag, to be ship-
ped on approval.

HILLIS CEREAL MFG. CO.

Rodney and Ainslie Sts.
BROOKLYN NEW YORK

\$ \$ \$

FOR THE WAGON and STORE TEA and COFFEE MAN

Your customers all use Toilet Prepara-
tions, Flavoring Extracts, Etc.—they buy
from the corner druggist and grocery-
man. You have your trades confidence
and entre to the homes—get this busi-
ness. A sale under your label backed up by
convincing quality means repeat
sales.

G. H. LOWELL CO., Inc.
MANUFACTURERS

FLAVORING EXTRACTS, TOILET
REQUISITES ETC.
UNDER BUYERS LABEL

64 Reade Street New York
READE DEPT.

COFFEE AND SUGAR STATISTICS

Compiled by "The Tea and Coffee Trade Journal" from figures received by the Coffee Exchange of the City of New York

WORLD'S VISIBLE COFFEE SUPPLY AUGUST 1, 1916.

STOCKS.	
	Bags.
London.....	589,152
Southampton.....	15,916
Hamburg.....	
Bremen.....	
Trieste.....	
Antwerp.....	
Netherlands.....	228,000
Copenhagen.....	4
Havre.....	2,374,000
Bordeaux.....	89,000
Marseilles.....	255,156

Total Europe (all kinds).....	3,551,254
Rio.....	253,000
Santos.....	1,347,000
Bahia.....	31,000
United States (Brazil).....	1,079,570
United States other kinds.....	732,880
	1,872,450
	7,054,704

AFLOATS.	
Afloat for U. S. from Brazil.....	324,000
Afloat for U. S. from Europe.....	
Afloat for U. S. from Java and East.....	
Afloat for Europe from Java and East.....	
Afloat for Europe and North Africa from Brazil.....	529,000
Afloat for Europe from U. S.....	
Total.....	7,907,704
Against July 1.....	7,328,374
Against August 1, 1915.....	8,532,583
*Officially suppressed	

RANGE OF PRICES FOR JULY ON RIO NO. 7 SPOT

July 1.....	9 @	July 18.....	9 1/4 @
July 3.....	9 @	July 19.....	9 1/4 @
July 5.....	9 @	July 20.....	9 1/4 @
July 6.....	9 @	July 21.....	9 1/4 @
July 7.....	9 @	July 22.....	9 1/4 @
July 8.....	9 @	July 24.....	9 1/4 @
July 10.....	9 1/4 @	July 25.....	9 1/4 @
July 11.....	9 1/4 @	July 26.....	9 1/4 @
July 12.....	9 1/4 @	July 27.....	9 1/4 @
July 13.....	9 1/4 @	July 28.....	9 1/4 @
July 14.....	9 1/4 @	July 29.....	9 1/4 @
July 15.....	9 1/4 @	July 31.....	9 1/4 @
July 17.....	9 1/4 @		

SUGAR STATISTICS.

FUTURE DELIVERIES OF RAW SUGAR.

Months.	Opening Call	Prices for Rings and Margins.		Closing Prices
		11.30 A. M.	1.00 P. M.	
January.....	4.43	4.23	4.15	4.18
February.....	4.15	4.22	4.10	3.87
March.....	4.20	4.24	4.13	3.89
April.....	4.23	4.27	4.16	3.91
May.....	4.28	4.30	4.19	3.93
June.....	4.30	4.35	4.23	3.95
July.....	4.35	4.40	4.27	3.97
August.....	4.72	4.63	4.47	4.50
September.....	4.83	4.85	4.79	4.52
October.....	4.83	4.84	4.79	4.52
November.....	4.70	4.78	4.72	4.46
December.....	4.69	4.70	4.63	4.32

SALES OF SUGAR DURING JULY

Months.	No. Tons.	Highest	Lowest
January.....	2,220	4.90	4.70
February.....	2,750	4.62	4.39
March.....	7,050	4.64	4.49
April.....			
May.....			
June.....			
July.....	700	5.37	5.32
August.....	6,850	5.47	5.17
September.....	79,900	5.55	5.18
October.....	10,200	5.51	5.18
November.....	6,150	5.40	5.11
December.....	44,400	5.20	4.95
Total.....	160,203		

ARRIVALS OF COFFEE IN THE UNITED STATES

Months.	1916-17		1915-16	
	Brazil	All kinds	All kinds	
July.....	107,676	334,796	397,769	
August.....			439,271	
September.....			751,210	
October.....			1,088,462	
November.....			980,921	
December.....			1,011,082	
January.....			706,332	
February.....			696,274	
March.....			603,341	
April.....			928,884	
May.....			742,783	
June.....			661,605	
Totals.....	107,676	334,796	9,037,924	

DELIVERIES OF COFFEE IN THE UNITED STATES

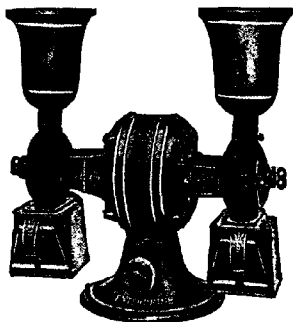
Months.	1916-17		1915-16	
	Brazil	All kinds	All kinds	
July.....	264,389	481,001	616,677	
August.....			495,409	
September.....			739,370	
October.....			800,360	
November.....			992,125	
December.....			817,534	
January.....			709,426	
February.....			757,142	
March.....			701,942	
April.....			650,383	
May.....			716,637	
June.....			746,535	
Totals.....	264,389	484,001	8,834,460	

TOTAL TRANSACTIONS IN THE PRESENT TRADING MONTHS WITH THE HIGH AND LOW PRICE. COMPLETE TO AUGUST 1, 1916.

Months.	No. of Tons	Highest	Lowest
January.....	12,000	4.90	4.35
February.....	9,350	4.62	4.20
March.....	15,000	4.65	4.33
April.....			
May.....			
June.....			
July.....	361,900	5.74	5.01
August.....	35,950	4.75	3.61
September.....	437,100	5.78	3.22
October.....	43,000	5.69	3.60
November.....	13,300	5.50	4.14
December.....	186,600	5.26	3.60
Total.....	1,134,260		

Coffee Ground With Exactness

That's the way it comes through "Enterprise" Mills—every particle uniform, granulated or pulverized to the **exact** size your customers want. "Enterprise" Mills **never** crack and crush the coffee into pieces of various shapes and sizes.



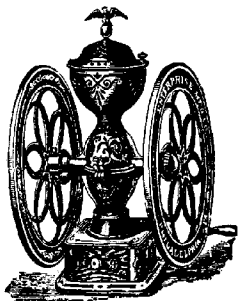
No. 0882½. Grinding and Pulverizing Mill.
Fitted with ½ and ¼ h.p. For direct or alternating current.
Grinders connected direct with shaft of motor thus eliminating gears.

"ENTERPRISE" Hand and Power Coffee Mills

Grinders are made of specially hardened metal and may be quickly adjusted to a wide variety of grinds. The use of highest grade materials and expert, scientific construction throughout are responsible for the many superior "Enterprise" features. Standardization of all parts allows quick duplication in case of accident. You can remove interior parts, clean and replace in a few minutes.

"Enterprise" Mills are handsome in design and finish and are an addition to the appearance of any store.

Send for catalogues.



No. 9. Grinding and Pulverizing Mill.
Seventy-five turns by hand will grind a pound of coffee as fine as required.
Height, 24 inches. Weight, 107 lbs.

ENTERPRISE Mfg. Co. of Pa.
Patented Specialties
PHILADELPHIA, U. S. A.

29 Murray Street
New York

530 Golden Gate Ave.
San Francisco, Cal.

PRICES CURRENT

Wholesale and Retail

as of August 2, 1916

Prices to Wholesalers

GREEN COFFEE

(250 Bags or Over)

Brazil Grades. Line or Grade Price. Cup Selected Price.

Santos 7s.	9 1/2	9 1/2
" 6s.	9 1/4	10 1/4
" 5s.	10 1/4	10 1/2
" 4s.	10 1/4	10 3/4
" 3s.	11 1/4	11 1/4
" 2s.	11 1/2	11 1/2
Rio 7s.	9 1/4	
" 6s.	9 1/2	
" 5s.	9 3/4	
" 4s.	10	(No Rio Cup Selections)
" 3s.	10 1/2	
" 2s.	10 1/4	

GREEN COFFEE, MILD GRADES. LINE OR GRADE PRICES.

(250 Bags or Over)

Maracaibo—	Central America—
Truxillo 10 1/2 @	Costa Rica—
Bocono 11 1/4 @ 11 1/4	Common 8 1/2 @ 9 1/2
Tovar 11 1/4 @ 11 1/4	Fair to good 11 1/4 @ 12 1/2
Merida 11 1/2 @ 12	Prime to choice 13 @ 14
do washed 12 @ 13	San Salvador 10 @ 10 1/2
Cucuta—	do washed 11 1/2 @ 12 1/2
Ordinary 11 1/4 @	Nicaragua 10 @ 10 1/2
Fair to good 11 1/2 @ 11 1/2	do 11 1/4 @ 12 1/4
Prime to choice 12 @ 13 1/2	Guatemala Coban
do washed 12 @ 14 1/2	Common 8 1/4 @ 9 1/4
Guayara—	Fair to good 11 1/4 @ 12 1/2
Caracas 10 @ 10 1/2	Prime to choice 13 @ 14
do washed 11 1/2 @ 13	do unwashed 10 @ 10 1/2
Porto Cabello 9 1/4 @ 10 1/4	Puerto Rico—
do washed 11 1/4 @ 12 1/4	Unwashed 10 @ 11
Colombian—	Washed 11 1/4 @ 13 1/2
Ocana 10 1/2 @ 11 1/2	Hayti—
Bucaramanga 11 @ 13 1/4	Unwashed 9 1/4 @ 10 1/4
do washed 11 1/4 @ 13 1/4	Washed 11 @ 12 1/2
Tolima 13 @ 14	Jamaica—
Bogotas Washed 10 @ 13 1/4	Ordinary 9 1/2 @ 9 1/2
Medellin 12 @ 16	G'd ordinary 10 @ 10 1/2
Manizales 11 @ 15 1/2	Washed 10 1/2 @ 11 1/2
Cauca 11 1/2 @ 12 1/4	East India—
Mexican—	Padang Int. 25 @ 26
Coroba 10 @ 10 1/2	Corinche 24 @ 26
do washed 11 1/4 @ 13 1/4	Kroe 23 1/2 @ 25
Cotepec 10 1/2 @ 11	Timor 22 1/2 @ 23
do washed 12 @ 14 1/4	Private Estate 23 1/2 @ 26 1/2
Oaxaca 10 1/2 @ 11	Fancies 26 @ 28
do washed 11 1/2 @ 13 1/2	Abyssinian 19 @ 19 1/2
	Mocha 20 @ 20 1/2
	Liberian—
	Strait 1 @
	Surinam 1 @
	Pamanoekin 1 @

† Nominal because of small arrivals.

‡ Common to fancy.

TEAS.

CHINA AND JAPAN—LINE PRICES.

(75 or More Packages of One Number)

Foochow—	Formosa—Cont.
Common 16 @ 16 1/2	Fancy 74 @ 1.20
Fair 17 1/2 @ 18 1/2	
Good 19 1/2 @ 20	
Superior 20 @ 20 1/2	
Fine 20 1/2 @ 21	
Formosa—	
Fair 16 1/2 @ 17	
Good 18 @ 18 1/2	
Superior 20 @ 22 1/2	
Fine 23 @ 25	
Finest 29 @ 34	
Choice 34 @ 39	
Choicest 40 @ 44	

COUNTRY GREEN

Gunpowder—	
Extra 35 @ 30	
Firsts 25 @ 30	
Seconds 20 @ 22	
Imperial—	
Firsts 32 @ 36	
Seconds 23 @ 26	
Thirds 17 @ 18	
Young Hyson—	
Extra 30 @ 45	

Young Hyson—Cont.

Firsts 25 @ 28	
Seconds 19 @ 20	
Thirds 18 @ 19	
Hyson—	
Seconds 17 @ 18	
Thirds 15 @ 16	

PINGUEY

Gunpowder—	
Extra Firsts 28 @ 33	
Firsts 21 @ 23	
Seconds 16 @ 18	
Thirds 13 1/2 @ 15	

INDIA AND CEYLON

Pekoe Souchong 21 @ 24	
Pekoe 25 @ 26	
Orange Pekoe 28 @ 30	
Ceylon—	
Pekoe Souchong 23 @ 24	
Pekoe 25 @ 26	

Imperial—

Firsts 24 @ 26	
Seconds 21 @ 23	
Thirds 15 @ 16	
Japan—	
Rasket fired 19 @ 40	
Pao fired 16 @ 35	

Congou—

Common 18 @ 18 1/2	
Good 19 @ 20	
Superior 27 @ 30	
Fine to finest 35 @ 37	
Choice to choicest 45 @ 50	

Line Prices.

Ceylon—Cont.	
Orange Pekoe 28 @ 30	
B. O. Pekoe 28 @ 40	
Darjeeling—	
Fancy Orange 50 @ 1.00	

SPICES—FIRST HAND PRICES.

Pepper—	
Singapore 17 @ 17 1/2	
Acheen A. 17 1/2 @ 17 1/2	
Acheen B. 16 1/2 @	
Acheen C. 16 1/4 @ 16 1/4	
Lampung 16 1/4 @ 16 1/4	
White—	
Singapore 21 @ 22	
Penang 20 1/2 @ 21	
Siam 21 @ 21 1/2	
Heavy—	
Alleppey 18 @ 18 1/2	
Tellicherry 18 @ 18 1/2	
Cloves—	
Zanzibar 16 1/2 @ 16 1/2	
Ambonya 25 1/2 @ 26	
Penang 34 @ 35	
Pimento 4 1/2 @ 4 1/2	
Red Peppers—	
Mombassa 30 @ 31	
1055 to 1105 19 1/2 @ 20	
Japan 23 @ 24	
Cinnamon—	
Singapore 21 @ 22	
Penang 20 1/2 @ 21	
Siam 21 @ 21 1/2	
Ginger—	
Japan 7 1/2 @ 7 1/2	
Cochin—ABC 9 1/2 @ 10	
do D. 11 @ 11 1/2	
Lemon 9 1/2 @ 10	
African 8 1/2 @ 9	
Jamaica, g.g. 14 1/2 @ 15	
Nutmegs—	
75s to 80s 27 @ 28	
1055 to 1105 19 1/2 @ 20	
Mace 58 @ 65	

CHICORY—FIRST HAND PRICES.

Domestic, granulated, coarse or medium, in bags 7 1/2 @ 7 1/2	
In barrels 7 1/2 @ 8	
Best English, in barrels 7 1/2 @ 8	
Imported yellow paper (65 and 130-lb. cases) @ 6 1/2	
Imported red paper (5 1/2, 2 1/2 and 1-lb.) @ 5 1/2	
Domestic yellow roll 5 @ 5 1/2	

COCOA—FIRST-HAND PRICES.

Accra 13 1/2 @ 14 1/2	
African 13 1/2 @ 15	
Bahia 14 1/2 @ 15 1/2	
Caracas 16 @ 16 1/2	
Guayaquil—	
Arriba 17 @ 17 1/2	
Machala 16 @ 16 1/2	
Caragues 16 @ 16 1/2	
Cuban 14 @ 15	
Dominica 14 @ 15	
Grenada 15 1/2 @ 15 1/2	
Hayti 12 1/2 @ 13	
Jamaica 14 @ 15	
Maracaibo 18 @ 19	
Para 14 1/2 @ 14 1/2	
Sanchez 14 @ 14 1/2	
St. Vincent 14 @ 14 1/2	
Savanna 15 @ 15 1/2	
Surinam 15 @ 15 1/2	
Trinidad 15 1/2 @ 16	

Prices to Retailers

COFFEE

(BAG LOTS—130 POUNDS.)

Kind of Coffee.	Green	Roasted.
	From	To
Santos 10	14 1/2	12 1/2
" Peaberry 11	14	13 1/2
Rio 10	12 1/2	12 1/2
Maracaibo 12	16	22
Caracas 14	17	17 1/2
Bucaramanga 13	18	16
Bogotas 14 1/2	19	18
Mexican 14	19	17 1/2
Costa Rica 13 1/2	17	21
Guatemala 13	17 1/2	16
Jamaica 11 1/2	13 1/2	14 1/2
Padang 26	33	26 1/2
Mocha 21	27	25 1/2
Abyssinian 20	24	24 1/2
Java 27	32	32 1/2
Porto Rico 15	18 1/2	18 1/2

TEAS.

(SINGLE PACKAGE LOTS.)

	From	To
Formosa 21	45	
Foochow 20	21	
Congou 22	30	
Japan P. F. 24	45	
" B. F. 25	45	
India 28	40	
Ceylon 29	30	
Gunpowder 15	40	
Young Hyson 21	45	

When Is The Largest Consumption of Coffee?

Experts generally agree that it is during the colder months of the year, although the summer months are large consuming periods.

But whether winter or summer is the larger seasonal consuming period, all agree that **the** best time is when the aroma is in the air and the flavor in the cup. Then, one cup is an invitation to another.

And it's no easy proposition to give the consumer the full deliciousness of coffee. It's a case of efficiency all along the line from selection of bean to package and the brewing.

American Can Company

Chicago

NEW YORK

San Francisco

With offices in the largest cities

SUPERVISING TEA EXAMINER'S MONTHLY REPORT.

COMPILED FROM THE TEA EXAMINER'S MONTHLY REPORTS.

GEORGE F. MITCHELL, Supervising Tea Examiner.

Report of the various kinds and quantities passed and rejected, and why rejected, during the month of June, 1916.

VARIETY.	Pounds Examined.	Pounds Passed.	Pounds Rejected.	Pounds Rejected for Color or Facing.	Pounds Rejected for Quality.
Formosa Oolong	134,313	134,313			
Pouchow Oolong	350,046	295,936	63,110		63,110
Canton	24,667	22,582	2,085		2,085
India and Ceylon	3,534,660	3,534,660			
Java	11,583	11,583			
Ceylon Green	3,663	3,663			
Ping Sney Green					
Country Green					
Japan	1,489,020	1,489,020			
Japan Dust	20,390	20,390			
Capers					
Scented Or. Pekoe					
Scented Canton	13,440	13,440	200		200
Canton Oolong	21,801	21,001	800		800
Total	5,945,786	5,879,591	66,195		66,195

BY DISTRICTS, TOTAL EXAMINED, PASSED, REJECTED, AND WHY REJECTED.

DISTRICT.	Total Examined.	Total Passed.	Total Rejected.	Total Rejected for Color or Facing.	Total Rejected for Quality.
Boston	292,504	292,504			
Chicago	537,160	535,075	2,085		2,085
Honolulu	60,756	60,756			
New York	3,262,266	3,262,266			
Puget Sound	1,241,299	1,167,989	63,310		63,310
St. Paul	37,658	37,658			
San Francisco	524,143	523,343	800		800
Total	5,945,786	5,879,591	66,195		66,195

Want Advertisements

Subscribers are entitled to one free insertion in this department during the year.

Classified want advertisements under regular heading \$2 for twenty-five words or less. Additional words four cents each. Payable cash with order.

Help Wanted

GREAT OPPORTUNITY for young man well posted in coffee and spices, with leading Western house in these lines. Address, giving age, experience and references, W., Box 361, care of THE TEA AND COFFEE TRADE JOURNAL.

WANTED Experienced tea man; must have buying and selling experience and some capital to invest in high-grade tea proposition. Must live in New York or Philadelphia territory. Address Box 362, care of THE TEA AND COFFEE TRADE JOURNAL.

WANTED—A partner with about \$700 to invest in coffee roasting and tea business. Have best equipment. Must be a good worker, straight and reliable. Opportunity for a good deal. Address, John Walsh, 1908 Seventh St., Seattle, Wash.

WANTED—Coffee and Tea Buyer, a thoroughly experienced man who can take charge of a new coffee-roasting and tea department in a growing concern. In answering this advertisement, state past experience in detail, age and salary expected. The man who secures this position must be able to show a good, clean past record. Applications from young men who have acted as assistant to a buyer will be considered if they understand buying and blending. All applications will be treated as strictly confidential. Address Box 358, care of THE TEA AND COFFEE TRADE JOURNAL.

Situations Wanted

WANTED—Coffee and tea buyer, thoroughly experienced, clean record, desires position where he can take sole charge or act as assistant. Moderate salary. Address Box 363, care of THE TEA AND COFFEE TRADE JOURNAL.

WANTED—Experienced executive, buyer and salesman of teas, desires to locate with enterprising concern. Age 35. Address, Conscientious, Box 360, care of THE TEA AND COFFEE TRADE JOURNAL.

WANTED—Merchandise broker, located at York, Pa., can handle a few more accounts for York and Adams Counties, Pa. Any line. A-1 references; nine years' acquaintance among the grocery trade. Address G. R. Bussard, 319 East King Street, York, Pa.

Miscellaneous

FOR SALE—Equity in store building, \$2,500; stock groceries, general merchandise and fixtures, \$3,000. Only coffee roaster in city of 7,000. J. W. Schaefer, Beardstown, Ill.

WANTED—For new plant, price lists of machines for making plain and decorated tin cans for coffee, tea, sugar, etc. Address C. Burghard, Biltar, Java.

FOR SALE—One-bag Frasier roaster, in good condition. For particulars address George E. Howard & Co., Newburgh, N. Y.

FOR SALE—Controlling or entire interest in wholesale coffee roaster business for sale. Only roaster in territory with an established line of packages and brands. Located in best city in Texas, with a large and fast-developing territory. Present interests wish to retire but manager will assist actively for one year if desired. Splendid opportunity to secure an established and profitable business in great and growing Southwest. Address Box 356, care of THE TEA AND COFFEE TRADE JOURNAL.

When Writing Advertisers, Kindly Mention THE TEA AND COFFEE TRADE JOURNAL

PREMIUMS AND NOVELTIES

PACKAGE COFFEE PREMIUMS

St. Louis Concern's 64-Page Premium Catalogue Offers Wide Choice of Valuable Articles

THE Hanley & Kinsella Coffee & Spice Company, St. Louis, is boosting its sales of "Advance" brand coffee and tea by the use of the premium plan. The premium values offered are exceptionally good. The "Advance" brand, selling at 30 cents per pound, is being made the company's popular leader.

Many of the premiums in the 64-page premium catalogue possess high value and are easily obtained. In St. Louis and vicinity the consumer cuts out the coupon panels from cartons of "Advance" coffee, presents the requisite number of panels to his grocer, and obtains the premium. A half-pound "Advance" tea carton contains a coupon equal in value to a one-pound coffee carton panel; the tea sells at 35 cents per half-pound. Tea coupons may be sent to the company direct or will be accepted by local grocers in combination with coffee carton panels.

Outside of St. Louis and vicinity the grocer either obtains the article for the customer on payment of the necessary carriage charges, or he gives the customer an equal number of certificates, the grocer's name being stamped on the back of each certificate. The customer then sends the certificates to the company.

The following partial list of the premiums catalogued will serve to indicate the character and value of the articles offered: Vacuum sweeper, cutlery, fountain pen, electric iron, scissors, tool chest, handy tool kits, enameled ware, casserole, percolator, electric toaster, glassware, cut-glass, jewelry, watches, piano, stringed instruments, clocks, silverware, razor, toilet sets, Wellington pipes, baseball goods, toy trains, camera, flashlight, furniture, motor boat, canoe, raincoat, bicycle, fishing tackle, fire-arms, sewing machine, motorcycle, touring car, hand bags and trunks.

NEW PREMIUM SPECIALTIES

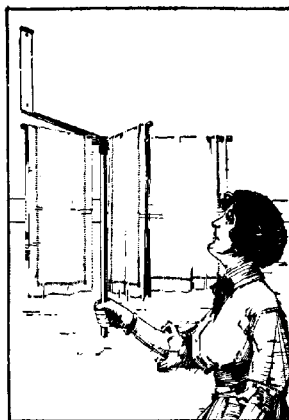
Some of the Latest Productions of the Premium Supply Houses

NEW things are being brought forward every day as premiums which are particularly suitable for use in the tea and coffee trade. Under this heading will appear the more notable productions of the month.

A UNIQUE CLOTHES DRYER

The Hi-Lo Clothes Dryer is a comparatively new household device which should make an effective premium. The chief advantages of this dryer, which is intended for use in the kitchen, are the economy of space and ease of operation. After the clothes have been placed upon it the dryer can be raised so that one can walk under it, thus giving more room in the kitchen.

The manufacturers claim that clothes dry more



THE HI-LO CLOTHES DRYER

quickly on the Hi-Lo, because when raised it is nearer the ceiling, where the temperature is higher. There are five 2-foot arms, making the drying space equal to 10 feet of old-style clothes line.

The dryer can be attached to the wall or window casing. It is manufactured by the Patent Novelty Company, Inc., Fulton, Ill.

S. & H. OPENING CHAIN STORES

The Sperry & Hutchinson Company has organized the S. & H. Stores, Inc., paid-in capital \$100,000, incorporated under the laws of Delaware. This company has purchased from V. C. Brown eleven stores he recently acquired from the United Five & Ten Cent Stores, Inc., located in New Jersey, Massachusetts, Maryland and Virginia cities. The head office will be at 2 West Forty-fifth street, New York. The officers of the new company are: George D. Caldwell, president; C. C. Brown, vice-president; W. J. McKee, secretary; E. B. Warren, treasurer, and E. P. Badger, purchasing agent.

In a recent interview Mr. Caldwell said that the purchasing of merchandise for these stores will be done by the same large organization maintained for the premium business, and that it was the intention of the new company to open retail stores in those cities where it was not giving out trading stamps or conducting premium parlors.

USES NEW PREMIUM EACH MONTH

The Jasper H. Forbes Tea & Coffee Company, St. Louis, uses a new premium each month and consumers of its goods are always watching out for the next package to note what the premium will be. The customer's curiosity is played upon and so his interest is sustained. He is never disappointed, for only good premium merchandise is used. In one of its recent campaigns the company used 50,000 "Daisy" crayon sets, secured from the Franklin Crayon Company, of Rochester, N. Y. These crayons make a strong appeal to children and are splendid package enclosures. The "Daisy" set contains six crayons of six different colors. These crayons are suitable for all drawing purposes. The children use them for coloring pictures.

PERFECT PREMIUMS

THE STAR
TIGHT LINE

For Children

CLOTHES LINE REELS

STRONG, DURABLE,
ATTRACTIVE

A Convenience
for every Housewife
who will never be without
it once she
uses it.

Keep
from the
heat of summer

THE HAWKEYE
TIGHT LINE

For Adults

Positively gives perfect satisfaction

Extremely Low Prices.

Big Stock. Prompt Deliveries. Write today.

FEENEY MFG. CO., 1383 E. Washington St. MUNCIE, IND.

TRADE **Steinfeld** MARK **FOOD CHOPPER**

Is entirely different from all other Food Cutting machines on the market. It introduces improved features which make it

THE MOST ATTRACTIVE PREMIUM IN EXISTENCE FOR THE HOUSEWIFE

The most important improvement is its
Simple Construction.



No Knives to Clean
No Knives to Sharpen
No Knives to Lose

It Consists of Two Simple
Parts

It sharpens itself and is regulated to chop all kinds of food either Coarse, Medium or Fine by the simple adjustment of a small thumb-screw. Easily cleaned, therefore *Absolutely Sanitary.*

It is *Extensively Advertised* and sold at restricted prices. It is a Desirable Premium, as it has a known market value.

A NECESSITY FOR MODERN
KITCHEN ECONOMY

Let us send you
particulars and
prices.

STEINFELD BROTHERS, 116-120 West 32nd St.
New York

400 Premiums

EVERY one of the 400 articles we make offers you an opportunity to make your premium department attractive and profitable.

It is worth a postal to have our catalog and prices, whether you buy or not.

ARCADE MANUFACTURING CO.
1500 Arcade Avenue
FREEPORT, ILLINOIS

STOP that **LEAK!**

IT has been proved that of those who want credit, 30 per cent. pay in full each month; 23 per cent. pay in from one to three months; 40 per cent. never pay in full, and 7 per cent. never pay at all.

¶ You know what effect this method of doing business would have or possibly does have in your own case; just what it represents in the way of capital invested and **what you are losing in good profits.**

¶ During the past 20 years the *"Sperry"* Service has been skillfully applied by thousands of wide-awake, progressive storekeepers toward bettering just this condition. It has proved beyond question remarkably effective to convert a demand for credit into cash business.

¶ It will pay you to find the percentage of cash transactions in your business and if you find it smaller than you expected, therefore a handicap to good business, we will gladly show you **a practical remedy and how to use it.** Your inquiry incurs no obligation.

THE SPERRY & HUTCHINSON CO. THE HAMILTON CORPORATION

2 West 45th St.

New York City

**Geo. B. Caldwell, President
Address Dept. "J" Service**

When Writing Advertisers, Kindly Mention THE TEA AND COFFEE TRADE JOURNAL

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The Widlar Co.

Cleveland, Ohio

Pure Spices

Scientifically Ground

Established 1855

Never been prosecuted for the violation of any food law—Either State or National.

Isn't that the kind of a firm you want to do business with?

QUALITY — PRICE — SERVICE — PURITY

But not price at the sacrifice of Quality



Suitable Seals FOR BAGS

They are the right shape to
cover the cracks
They are easier to stick and
They Stay Stuck

Made in tone colors to harmonize with the
color of your package

We make the old Blue and Red Scalloped kind too— but we do not recommend
them for Coffee Bags

Thomas M Royal & Co COLOR PRINTING
& PAPER GOODS Bryn Mawr Pa

When Writing Advertisers, Kindly Mention THE TEA AND COFFEE TRADE JOURNAL

THE PUBLISHER'S PAGE

TALKS WITH SUBSCRIBERS

NO. 11. DEFINING THE TRADE PAPER PUBLISHER'S DUTY.

The Standards of Practice adopted by the Associated Business Papers and the Associated Advertising Clubs of the World provide that the publisher of a business paper (and this includes trade papers in the grocery field) "should dedicate his best efforts to the cause of Business and Social Service, and to this end should pledge himself to DETERMINE WHAT IS THE HIGHEST AND LARGEST FUNCTION OF THE FIELD WHICH HE SERVES, AND THEN TO STRIVE IN EVERY LEGITIMATE WAY TO PROMOTE THAT FUNCTION."

This standard seems to define itself. It is really a resumé of what has gone before. It places the final emphasis on SERVICE.

Consider, if you will, what should be the highest and largest function of the tea and coffee trade. Isn't it to add to the comfort and better cheer of the people by supplying them with quality teas and coffees at reasonable prices and then by teaching them how to properly prepare the beverages to make certain that they are getting the maximum of return for the money spent? I think so.

H. M. Swetland, one of New York's leading trade paper publishers, and president of the largest trade paper publishing institution in the world, says the secret of his remarkable success in the field of business journalism is to be found in the application of the idea that the special service of a class paper to an industry is to raise its standards of ethics, thus facilitating the distribution of its products through tried and well recognized business principles.

The publisher of this paper early committed himself to this ideal. He started out with the thought that the tea and coffee business was as honorable as any other business, and a trade paper with back bone could help keep it so. Of course there are black sheep in every fold. No trade, industry, or profession is altogether perfect. The publisher has striven in every legitimate way to promote the function which he considers highest and largest in the trade, and has told his subscribers the truth, printed the news without fear or favor, and kept his editorial columns free from any suggestion of advertising influence, with the result that when the paper speaks, its utterances carry weight and its subscribers are certain that they are not being misled, in any sense. Perhaps the best commentary on the success which we have achieved is to be found in the fact that the Standards of Ethics in the tea and coffee trade are higher today than when this paper entered it.

Manufacturers and dealers can best serve the cause of truth in advertising by demanding that their trade papers measure up to the Standards of Practice for Business Papers.



H. M. Swetland
President.

THE TEA AND COFFEE TRADE JOURNAL CO.

THE TEA AND COFFEE TRADE JOURNAL

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THE TEA AND COFFEE TRADE JOURNAL, published at 79 Wall Street, New York. Terms of subscription \$2.00 per annum postage prepaid, in the United States and Possessions; \$2.25 per year in Canada; \$2.50 in all foreign countries. Single copies 25 cents. Remit by money order or draft. Entered at the New York Post Office as second class matter. Copyright 1916 by THE TEA AND COFFEE TRADE JOURNAL COMPANY.

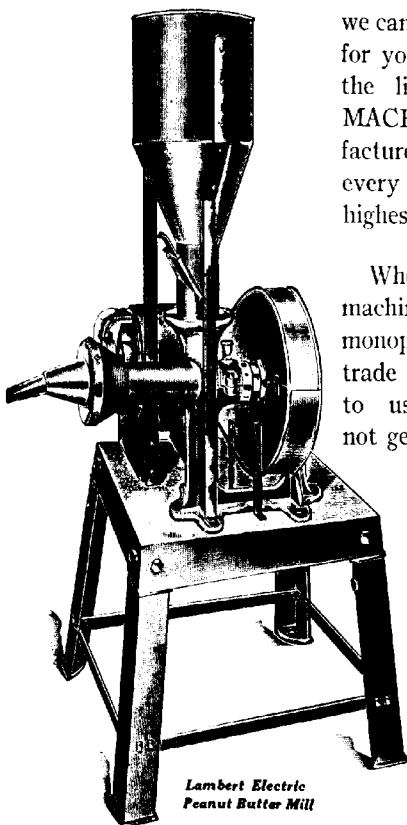
WHEN YOU MAKE PEANUT BUTTER

Make it the LAMBERT Way

Established in 1896, we are THE PIONEER MANUFACTURERS of PEANUT BUTTER MACHINERY. We manufacture complete equipments consisting of such principal machines as Peanut Butter Mills, Peanut Pickers, Peanut Blanchers, Peanut Roasters and Stoning outfits. Auxiliary machinery includes Elevators, Storage Bins, Feed Hoppers, Conveyors, etc.

Whether you go into business on a large scale or in a small way

we can help you and can save money for you. There is nothing made in the line of PEANUT BUTTER MACHINERY that we do not manufacture, and our machines contain every improvement necessary for highest quality and economy.



*Lambert Electric
Peanut Butter Mill*

When you are in the market for machinery that will enable you to monopolize the PEANUT BUTTER trade in your community, write to us. In the meantime why not get our catalogue? It is full of progressive ideas and we will send it for the asking.

Plans designed according to requirements or specifications, and estimates furnished.

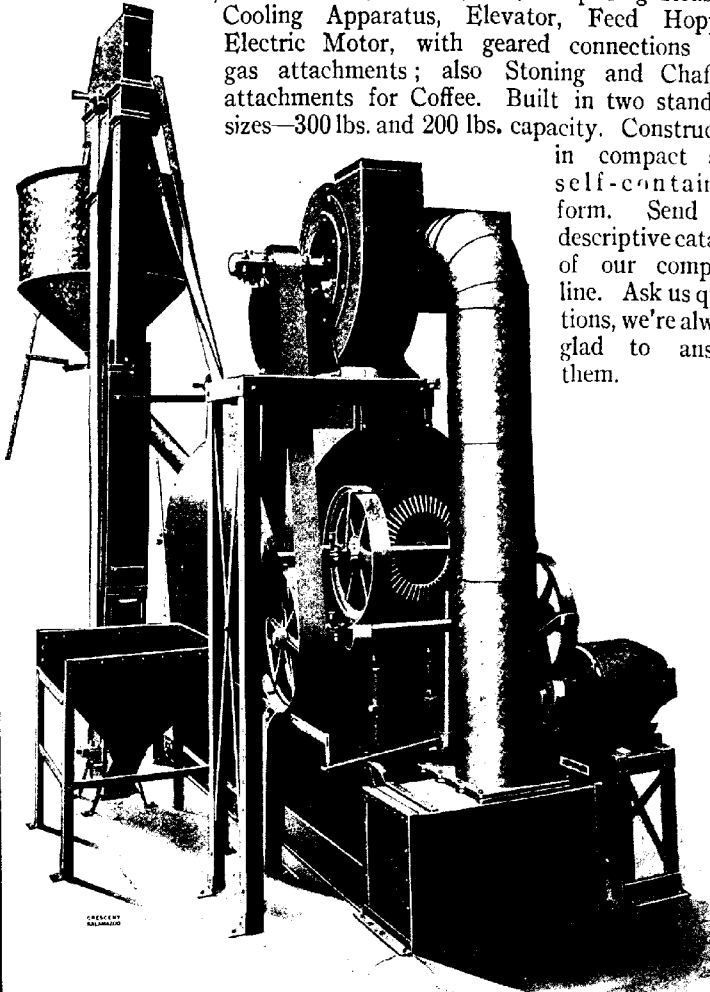
LAMBERT MACHINE CO.
MARSHALL, MICHIGAN

Pioneers in Peanut Butter Machinery

Roasters Everywhere Should Know The LAMBERT Electric Roasting Outfit

for Coffee, Peanuts, Cocoa Beans, Cereals, etc., comprising Roaster, Cooling Apparatus, Elevator, Feed Hopper, Electric Motor, with geared connections and gas attachments; also Stoning and Chaffing attachments for Coffee. Built in two standard sizes—300 lbs. and 200 lbs. capacity. Constructed

in compact and self-contained form. Send for descriptive catalog of our complete line. Ask us questions, we're always glad to answer them.



Rear view of Class "E"
Roasting Plant

Plans for larger Coffee Roasting Plants prepared and submitted on application.

LAMBERT MACHINE COMPANY **Marshall, Mich.**

When Writing Advertisers, Kindly Mention THE TEA AND COFFEE TRADE JOURNAL

The Jubilee Gas-fuel Roaster

is a remarkable machine, destined for important service wherever coffee is to be roasted in large quantities and where the highest grade of work and the most economical use of fuel are critically demanded.



This is the plant of Austin, Nichols & Co., New York, comprising four No. 14 Jubilee roasters, under specially planned skylight, with Tiptop cooling and stoning apparatus.

Mr. M. R. Johnston, coffee department manager of Austin, Nichols & Co., has this to say of the above equipment.

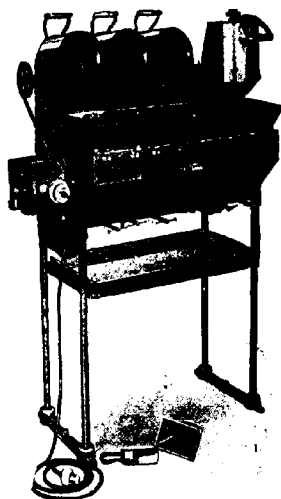
"I deem it a privilege and a pleasure to address you regarding the equipment of our coffee plant, which I consider to-day one of the most up-to-date and best-equipped coffee plants in the world and I am frank to state that the machinery placed therein by your good-selves, I feel is as good as money can produce, and it has given us excellent satisfaction in every particular."

Send for circular describing the Jubilee and its installation in representative plants.

J&S JABEZ BURNS & SONS J&S
600 W. 43RD ST., NEW YORK

Why Roast Coffee Samples?

*Guess-work
or Certainty*



The Burns No. 14 Sample Roasting Outfit

Has four tilting cylinders, open-perforated, gas heated; four cooler trays, with gridiron-gate connection to suction chamber; and electric motor, on the shaft of which the inclosed cooler fan is mounted. Other sizes have from one to six cylinders.

Why are Samples of Coffee ever Roasted?

If getting knowledge about the cup value of a coffee is really important, for whose benefit is the knowledge used?

Probably for the benefit of the person who knows most about the coffee and to the relative disadvantage of the person who does not.

Success in coffee dealing depends on knowing as much as the other fellow can possibly know about the coffee's real value.

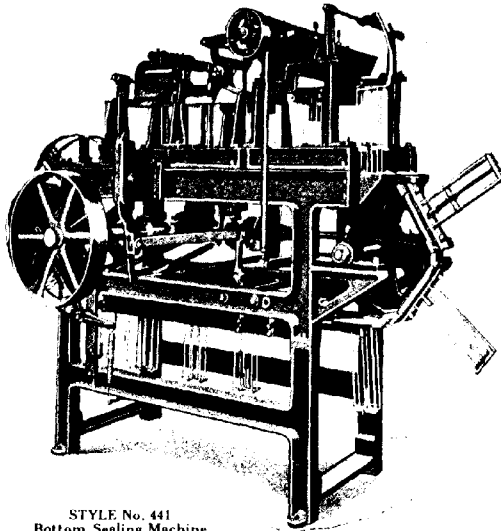
Do you roast samples?



JABEZ BURNS & SONS
600 W. 43RD ST., NEW YORK



Get a
Copy
of



Our
Sealing
Booklet

STYLE No. 441
Bottom Sealing Machine

SPEED!

This machine guaranteed to operate at **35 CARTONS PER MINUTE** and do absolutely first-class work, alone or in combination with weighing machine and top sealer.

EFFICIENCY

No air lines, steam pipes or electrical current used in sealing
to be a constant annoyance. Only one operator required with complete outfit, and
no delicate, rapidly moving parts to wear out quickly

ECONOMY

DURABILITY

YOU WANT SPEED?

YOU WANT A RELIABLE MACHINE?

THE
"AUTOMATIC"
Proven BEST by TEST

YOU WANT A REASONABLE PRICED MACHINE?

AUTOMATIC WEIGHING MACHINE COMPANY

Main Office

and Factory:

134-140 Commerce St.

NEWARK, N. J.

AGENCIES

PITTSBURGH, PA.
ST. LOUIS, MO.
SAN FRANCISCO, CAL.

AGENCIES

CLEVELAND, OHIO
CHICAGO, ILL.
OMAHA, NEB.



It pays to invest

in it. TRY IT!

Don't do to-day's work with yesterday's methods

When Writing Advertisers, Kindly Mention THE TEA AND COFFEE TRADE JOURNAL

An Extra \$500 Saved

It will pay you to investigate the *Pneumatic System*

At last! packaging machinery that is ENTIRELY AUTOMATIC! The Pneumatic System does not require a single operator on the work.

This is a tremendous advantage over all other systems. Eliminating the wages of an operator gives you an added profit, amounting to \$400 to \$500 annually.

Almost Human

Filling, Weighing and Sealing Thousands of Cartons a Day

The Pneumatic System does not claim an output of 60 indifferently weighed packages per minute, but 25 to 30 per minute perfectly sealed and accurately weighed. This means 15,000 to 18,000 per day.

Commence your savings by writing for details today.

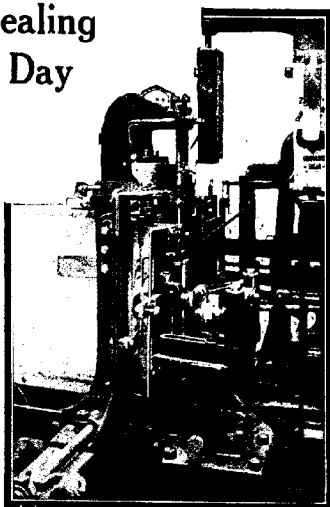
Pneumatic Scale Corporation, Ltd.

NORFOLK DOWNS, MASS.

New York Chicago Kansas City

Toronto, Ont.

W. C. PANTIN, 147 Upper Thames St., London, Eng.



CARTON OPEN FOR FORMING BLOCK



QUAKER CITY MILL

\$\$ Peanut Butter \$\$

You will find a ready market for Peanut Butter made on a Quaker City Mill. Peanut Butter will reduce the overhead expense of your plant. We will show you how to market the product. **Try our mill 30 days.** If you do not make good return the outfit to us. Can we make any better offer? Write for "Peanut Butter" Booklet.

The A. W. Straub Co.,
3710-38 FILBERT STREET
PHILADELPHIA, PENNA.

Notice of Removal

JOHN W. HAULENBEEK CO.

announce that they have outlived the size of their quarters at 170 Duane Street, which they have occupied for 38 years, and have taken larger quarters at

393 Greenwich Street, New York

which they will occupy about July First, Nineteen Sixteen, with increase of roasting capacity from 8 to 12 7-foot Burns Roasters and other latest improved equipment, and will continue

Coffee Roasting for the Trade Only

NO SPICE GRINDING—NO COFFEE SELLING—NEW ACCOUNTS WILL RECEIVE THE MOST CAREFUL ATTENTION.

DUPLEX AUTOMATIC NET WEIGHER

CAPACITY 35 packages a minute.

ACCURACY proven by 30 days' trial and thousands of users.

GUARANTEED fully for (5) years against repairs.



Gravity Operated

Price, \$118.75 net
Payments Arranged

E. Edtbauer Company

817 Washington Blvd. Chicago, Ill.

If You are a User of

TIN CANS

(Plain and Decorated)

Send us your inquiries. We are independent makers of the largest variety in the United States. With our long experience, modern equipment, and personal supervision, we are in a position to serve you advantageously and at proper prices.

Columbia Can Company

Madison St., from First to Second Sts.

SAINT LOUIS :: MISSOURI

"LITTLE WONDER"

AUTOMATIC NET WEIGHT GRAVITY SCALE

USES: For COFFEE (Whole or Ground), RICE, SUGAR, PEAS, BIRD-SEED or ANY FREE-FLOWING GOODS.

RANGE OF WEIGHTS:
From 2½ OUNCES UPWARD.

SPEED: 2100 Packages per hour.

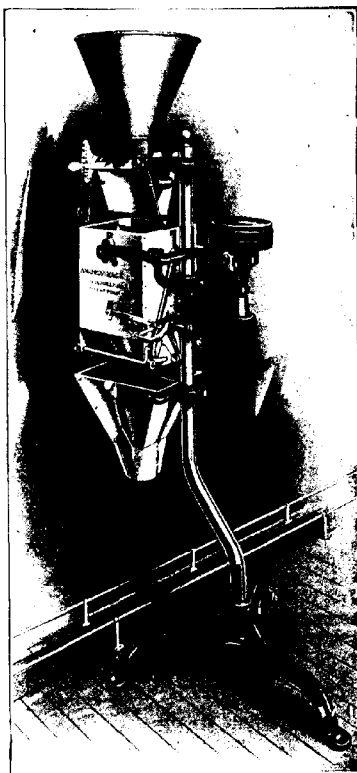
ACCURACY: GUARANTEED 90% PERFECT WEIGHTS and within 1/16 oz. on any individual package.

PRICE: The LOWEST of any high-grade Gravity Net Weight Scale.

WEIGHT: The complete Scale WEIGHS ONLY 25 POUNDS, so that it can be easily moved anywhere.

OTHER SCALES: We always invite COMPETITIVE TESTS with every other Gravity or Power Fed Scale, as this Scale has lately replaced so many other well-known Scales.

OUR OFFER: We will ship this Scale or any of our Scales to you on the basis of our guarantee and ALLOW YOU THIRTY DAYS' use of them, at the end of which period you are to judge as to their merits according to the service that has been rendered, and accept or reject them AS YOU SEE FIT.



"Your 'Little Wonder' Scale is the very best on the market."

WEST BRANCH COFFEE CO., Coffee Roasters

American Machinery Co., Inc., Philadelphia, Pa.

Williamsport, Pa., June 14, 1916.

Gentlemen:—AFTER EXAMINING ALL THE DIFFERENT MAKES OF AUTOMATIC WEIGHING MACHINES, we have concluded that YOUR "LITTLE WONDER" MACHINE IS THE VERY BEST ON THE MARKET.

ITS SIMPLICITY IN OPERATION and the fact that it is SO VERY EASY TO ADJUST FROM ONE SIZE PACKAGE TO ANOTHER makes it a great labor-saving and MOST DESIRABLE PIECE OF MACHINERY to install.

It is also VERY ACCURATE IN WEIGHT and we assure you that WE HAVE BEEN HIGHLY PLEASED WITH EVERY WORKING OF THE MACHINE.

Hoping that we may, at some time in the near future, HAVE THE PLEASURE OF RECOMMENDING YOUR SCALE, we are

Yours very truly, WEST BRANCH COFFEE CO., R. H. Bair, Pres.

We also build a FULL LINE OF AUTOMATIC SCALES FOR ALL PURPOSES—PULVERIZED COFFEE—PULVERIZED SUGAR—BAKING POWDER—COCOA—ROSIN, Etc., and in combination with our CARTON FOLDING AND SEALING MACHINES.

AMERICAN MACHINERY CO., Inc.
1235-41 Callowhill St. PHILADELPHIA, PA.

Chicago Office: 20 East Jackson Boulevard, R. W. REDD, Manager

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VANILLA BEANS

THURSTON & BRAIDICH

27 CLIFF STREET
NEW YORK

COCOA THAT SELLS ITSELF

We make a specialty of packing cocoa in glass containers—preserving jars and tumblers. Because of their utility these packages have wide appeal among consumers.



OPLER BROTHERS COCOA

packed in these unique containers will sell itself. Its superior quality assures repeat orders.

We are also equipped to put up

PRIVATE LABEL COCOA
in any type of container at right prices.

OPLER BROTHERS
Inc.
171 Duane St. NEW YORK

THE BEST METHOD

OF PACKING COFFEE

Heekin's Heavy Duty
Steel Can



Superior to bags, because

- It retains all the rich aroma of the bean.
- Keeps contents clean and Sanitary
- Guarantees against loss and over-moisture.

Made of fine polished steel, either painted or stenciled with name and design.

Size 15 1/2 inches x 20 3/4 inches—capacity 50 lbs.

Designs originated or duplicated

Let us send a sample to prove its merits.

THE HEEKIN CAN CO.,

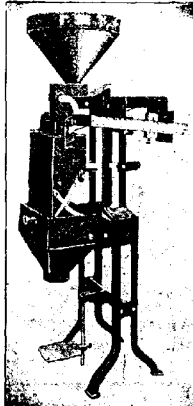
Culvert and New Sts.,

Cincinnati, O.

"Heekin Can since 1901"

PACKAGE WEIGHER

\$112.50 NET



Weights anything that flows including
Ground Coffee
33 to 35 Pkgs.
per minute
within
1-16oz. Accuracy

Two Sizes
4oz to 2 1/2 lbs
1lb to 30lbs

No Power
Required

The simplest scale made. Can be entirely taken apart for cleaning in 10 seconds.

SENT ON TRIAL

The Automatic Package Scale Co.
Incorporated
Louisville, Ky.

Gravity Stoneware Filters

Best
Line
on the
Market



Made
In Six
Sizes

Rex
Filter
Co.

4-6
Cedar St.,
NEW YORK
U. S. A.

BULK COCOA

IN BARRELS AND DRUMS

Also packed in tin cans under your

Private Label

We make American and Dutch
Process Cocoa.

Write for our *Latest Price List*.

State Style of Packing and
Quantity Required Annually.

Tell us where you saw this
advertisement.

Ambrosia Chocolate Co.

331-333-335 FIFTH STREET

MILWAUKEE, WIS.

THE PROGRESSIVE CHOCOLATE AND COCOA
MANUFACTURERS

GUATEMALA COFFEE

The coffee that took the Grand Prize at the Panama-Pacific Exposition and designated the premier coffee of the world.

Ask your jobber or broker to submit samples and prices on Guatemalas. These coffees are steadily growing in favor among coffee roasters, particularly as blenders. There is a grade of Guatemalas that you can use to advantage.

A. ROSENTHAL & SONS

Dealing with the Importing Trade only

BEAVER BUILDING

NEW YORK

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NEW YORK, N. Y.
120 and 122 Front St.

CHICAGO, ILL.
180 No. Dearborn St

SAN FRANCISCO, CAL
104-106 California St

PORTLAND, ORE.
No. 7 First St

C. E. BICKFORD & CO.

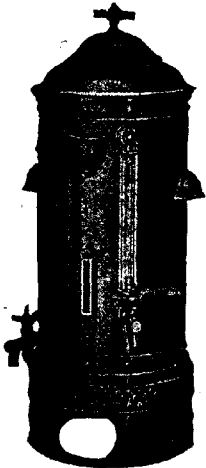
COFFEE BROKERS

Specialists in Mild Coffees

CORRESPONDENCE
SOLICITED

SAMPLES GLADLY FURNISHED
ON REQUEST

TEA, COFFEE, CHOCOLATE and HOT WATER URNS



Coffee Urn, 2002 Series

Made in all sizes up
to 25 gals. capacity.

Also a full line of
**High Grade
Copper, Nickel
Plated and
Brass Goods**

including Pastry and
Roll Warmers Steam
Tables, Plate
Warmers, Water
Coolers, etc.
Send for our new
catalogue, showing
complete lines of
Hotel, Restaurant
and Bar Supplies,
Metal Housefurnish-
ing Goods, Cuspidors
etc.

Geo. A. Ray Mfg. Co.
Buffalo, N. Y.

Home Ground Coffee

is the best. It retains
the flavor. Use the

National Coffee Mills

Manufactured by the

**NATIONAL
SPECIALTY
MANUFAC-
TURING CO.**



Lehigh Ave.
and
Third St.
Philadelphia
Pa.

TEA AND COFFEE POST CARDS

New Edition—Just off the Press

Two Series of Beautiful
Three - Color Pictures

SHOWING

**Set No. 1—Tea Culture and Manu-
facture Around the World.**

**Set No. 2—Coffee Culture and Prep-
aration Around the World.**

Scenes in every tea and coffee country;
many reproduced from original photographs
taken by the Editor. With descriptive text
written by WILLIAM H. UKERS, Editor of
THE TEA AND COFFEE TRADE JOUR-
NAL.

25 Colored Cards in Each Set

25 Tea Cards in Set No. 1 25 Coffee Cards in Set No. 2

No printing on the picture side, but ample space re-
served for advertising under the descriptive text on
the cards and on the cartons. Each set is packed
in a neat mailing carton.



A TAMIL TEA PLUCKER—CEYLON
Card No. 3 in the Series "Tea Culture Around the World"

AN EDUCATIONAL PREMIUM

These cards can be used as an

Advertising Novelty

or as a PREMIUM with, or without coupons.

Parents and teachers will approve and en-
courage the children to collect them as they
tell the **Complete Tea and Coffee**
Story.

Quantity Price List on Request
NO FREE SAMPLES

Sample Sets, 25 Cents Each
Order by number



COFFEE IN JAVA

Card No. 11 in the Series "Coffee Culture Around the World"

THE AJAX PUBLISHING CO., 85 Wall St., New York

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GUATEMALA COFFEE



W. R. GRACE & CO.

BROKERS: C. E. BICKFORD & CO.

When Writing Advertisers, Kindly Mention THE TEA AND COFFEE TRADE JOURNAL

GASTON, WILLIAMS & WIGMORE, INC.

IMPORTERS

OF

COCOA, COFFEE, SPICES

140 BROADWAY : : NEW YORK CITY

COSTA RICA COFFEE

You can now buy it Direct from the Grower

Costa Rica coffee is generally acknowledged to be a superior coffee, particularly for blending purposes. It is rapidly growing in favor in the American market.

Some of the finest grades that formerly went to Europe are now coming to this country. We import Costa Rica coffee direct from our own plantation. Let us quote you on this coffee.

MONTEALEGRE & BONILLA

Coffee Planters

San Jose, Costa Rica

80 Front St., New York

COCOA POWDER

UNDER DEALER'S BRANDS FOR WHOLESALE GROCERY AND SPECIALTY HOUSES—

In 1s., 1-2s., 1-4s. and 1-5s. packed under customers' labels, or under our own stock labels. All goods guaranteed under U. S. Serial No. 161.

FOUNTAIN CHOCOLATE

IN BULK—Barrels—Kegs—Drums—Tins

For Soda; Ice Cream; and Baking Trade. Both "Natural" and "Dutch Process" grades.

Write us for samples and prices. State use used and quality needed. Address

HOOTON COCOA CO.,

NEWARK, N. J.

When Writing Advertisers, Kindly Mention THE TEA AND COFFEE TRADE JOURNAL

"Arksafe" Elastic Paper Linings



FOR BAGS AND BARRELS

33½ % Elasticity. Waterproof

Send for samples

Arkell Safety Bag Co.,

CHICAGO
14 East Jackson Boulevard

NEW YORK
120 Broadway



VANILLA BEANS

and

OLIVE OIL

Direct Importers

DIETLIN & CO.

80 Maiden Lane

New York City

VANILLA BEANS

EXCLUSIVELY

We Import Direct and can make
attractive offers in all varieties.

J. N. LIMBERT & CO.

12 S. Marshall St.

PHILADELPHIA PA.

THE HEDFELDT

Coffee Milling, Separating and Grading Machines
and Coffee Granulating Machines are the Best.
Also Roasted Coffee Stoners and Cleaners

HEDFELDT COMPANY, 108 N. Jefferson St., Chicago, Ill.

BOYLE CAN CO.

BALTIMORE

MARYLAND

Manufacturers of all kinds
of Tin Containers including

TEA AND COFFEE CANS

Ukers' Tea and Coffee Buyers' Guide

To first hands in the Tea, Coffee, Spice and
Fine Grocery Trades.

Being a carefully compiled list of the leading supply houses in the
United States and Foreign Countries.

This year's Guide contains over 700 classifications, including TEA AND COFFEE DICTIONARIES, carefully selected list of the leading importers and jobbers of teas, coffees, cocoas, and spices, coffee roasters, baking powder manufacturers, chocolate manufacturers, extract makers, wholesale grocers, and TEA, COFFEE, SPICE AND COCOA EXPORTERS in Foreign countries; a complete Premium Buyer's Guide and the source of supplies for everything needed in tea, coffee and spice factories; and in the manufacturing whole sale and retail grocery business.

Price \$1.00 a copy postpaid

CASH MUST ACCOMPANY ORDER

Published by

THE TEA & COFFEE TRADE JOURNAL CO.

79 Wall Street, New York.

When Writing Advertisers, Kindly Mention THE TEA AND COFFEE TRADE JOURNAL

"THE NINETEENTH HOLE"

Golfically speaking, this term has been jocularly applied to the remaining "ball" to be downed after the eighteenth hole and hitherto implied a "high-ball" or something equally strenuous.

Since the adoption of the Certipure Nonrefillable Aluminum Tea Ball by many of the more prominent Country Clubs, the famous "nineteenth" is now being executed with a Tea Ball.

Many Peek distributors have taken pride in introducing this *"last word in tea making"* to their Golf, Tennis or Country Clubs, with astonishing results.

Samples for introductory purposes and fullest information promptly furnished.

WRITE TODAY



The Tea That Repeats—12 Blends—One Price.

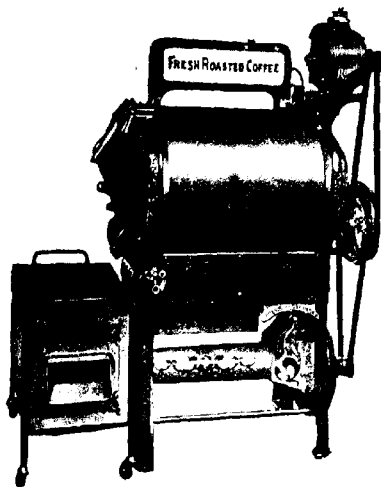
PEEK BROS. & WINCH (America)

Importers and Packers of PEEK'S PERFECT TEA, also "Santip," "Icele," "Golf" and "Magnum" Brands.

Salesroom: 106 Wall St., New York

**Main Offices,
Warehouses and Packing Plant:
Bush Terminal, Brooklyn, N. Y.**

"Where the tea steamers dock."



No. 5. Royal Roaster.

Uses electric power, gas or gasoline heat.

ROAST YOUR OWN COFFEE

It requires no special knowledge. We maintain a **free service department**, in charge of a coffee expert, who will tell you where to buy green coffees at wholesale prices and how to roast, blend and advertise your goods. You will give your customers better coffee and the Royal will draw new business.

A **Royal System** installed in your store window will be the best advertisement of your coffee department.

Write today for our convenient monthly payment plan, whereby the Royal will pay for itself out of the extra profits it will bring you.

We have openings for a few live salesmen.

THE ROYAL SYSTEM MEANS MORE MONEY FROM YOUR COFFEE DEPARTMENT

5 to 10 cents more per pound—Figure it out on your present business, then **double your business**—sure result of installing a Royal System.

THEN STEEL CUT IT

In the Royal Mill, giving the most uniform granulation known to the coffee trade, or a perfect pulverization. Royal Steel Cutting means more cups to the pound, and of better coffee—with the bitter flavor left out. The **Royal System** is the best business builder. It is working today for thousands of progressive merchants. **WRITE US TODAY** for free catalogue, full details and our free Service Plan.

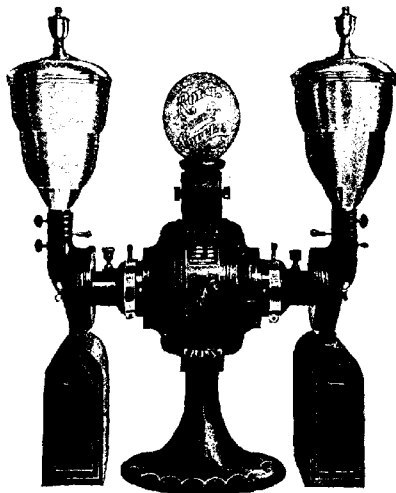
If interested, ask about our Royal Peanut Butter Machine.

We Manufacture The Largest Line Of
ELECTRIC COFFEE MILLS
COFFEE ROASTERS
MEAT CHOPPERS
MEAT SLICERS

In The World

THE A. J. DEER COMPANY Inc.,

1127 West Street,
HORNELL, N. Y., U. S. A.



No. 77 Royal Electric Mill.

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THE TEA & COFFEE TRADE JOURNAL

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VOL. XXXI.

NEW YORK, SEPTEMBER, 1916

No. 3

WHO'S WHO IN THE TRADE



GEORGE W. CASWELL

President, George W. Caswell Company, San Francisco

(See Page 252)

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NEAR VIEW OF TEA PLANT. SHOWING SEED, LEAF AND FLOWER

THE MICROSCOPY OF TEA

¶ This article identifies teas by microscopic structure and by micro-chemical re-actions of their tissues and cell-contents. ¶ After a general introduction the discussion is divided into "Histology" and "Diagnosis," the first part concerning itself with the upper epidermis, mesophyl, and the lower epidermis, while the latter discusses tea adulteration in the form of exhausted tea, tea fruit, tea stems, "lie tea," mineral make-weights, and facing.*

BY ANDREW L. WINTON, PH.D.
Wilton, Conn.

TEA is the leaf of a shrub (*Camellia Thea* order *Ternstroemiaceae*), which, since time immemorial, has been extensively cultivated in China and Japan, also more recently in India (Assam), Ceylon and Java. Its culture in South Carolina, although still in the experimental stage, bids fair to become an important industry.



Fig. 352.—Tea (*Camellia Thea*). Leaf, natural size. (Moeller.)

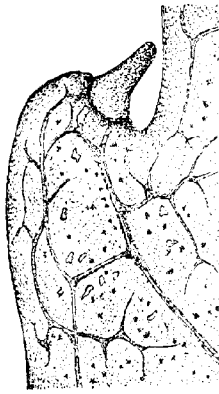


Fig. 353.—Tea. Fragment of leaf treated with chloral hydrate, showing tooth, vein, crystal rosettes, and stone cells. Somewhat enlarged. (Schimper.)

The numerous kinds of tea owe their difference in excellence and trade value to differences in the mother plant, on the one hand, and to the degree of ripeness and method of preparation on the other. As a rule, only the leaf buds and the youngest leaves, not the flowers, are gathered. What are known in commerce as "flowers" are the gray, silky-hairy leaf buds.

Black and green tea owe their peculiar characters to the method of preparation. In the first, the chlorophyll is destroyed; in the latter it is more or less preserved.

Brick tea consists of large leaves not suitable for the preparation of black and green tea, ends of branches and other refuse compressed into blocks. It is consumed almost entirely by the Asiatic nomads.

In China, tea designed for export is often perfumed by mixing with it fragrant flowers (of *Lauraceae*, *Osmanthus fragrans*, *Jasminum*, *Aplasia odorata*, *Gardenia florida*, *Chloranthus inconspicuus*), which are removed after they have wilted. The bottom of the chest is sometimes covered with flowers.

The leaves vary more than is commonly stated. They are narrow or half as broad as long, pointed or nearly spatulate, serrate or nearly entire, entirely smooth or hairy on the under side, more or less leathery. Grown to full maturity they often reach 10 cm., rarely 15 cm., in length; but, as picked for market, they range from the length of the little finger down to the tiny leaves of the buds.

The following characters are common to all tea leaves: The firm, rather thick texture; the glossy upper surface; the short stem into which the base of the leaf tapers; the thick margins, rolled a

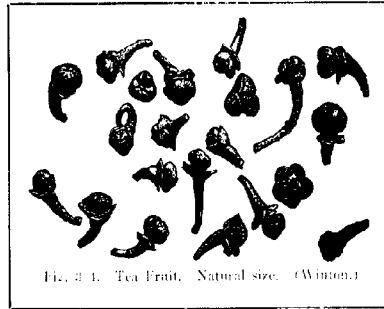


Fig. 354.—Tea Fruit. Natural size. (Winton.)

little towards the inner surface, with cartilaginous teeth; the veins, which branch from the midrib at angles usually greater than 45 degrees, and at some distance from the margin, form loops unit-

* Reprinted by permission from "The Microscopy of Vegetable Foods," by Andrew L. Winton, Ph.D. Copyright by Andrew L. Winton. Publishers, John Wiley & Sons, Inc., New York.

ing adjoining ribs (Fig. 352). The teeth (Fig. 353) on the margin of the leaf are shrunken multicellular glands, which break off readily from old leaves.

Tea fruit (Fig. 354), consisting of the pericarp, with calyx and peduncle attached, resembles cloves. The pericarp is globular or triangular, and has three cells, each containing a single seed.

HISTOLOGY

Microscopic mounts are prepared after soaking or boiling with water.

The *Upper Epidermis* (Fig. 355) consists of small (50 μ) cells with slightly wavy walls without stomata or hairs.

Mesophyl (Fig. 357). The chlorophyl parenchyma adjoining the upper epidermis is made up of palisade cells, which in surface view are circular in outline (Fig. 355, *p*); that adjoining the lower epidermis is spongy, with large star-shaped branching cells (Fig. 356, *m*). Large, colorless stone cells or idioblasts (Fig. 357, Fig. 358, *st*), which are the most characteristic elements of the tea leaf, occur here and there in young leaves and in considerable numbers in mature leaves. They form, as it were, braces

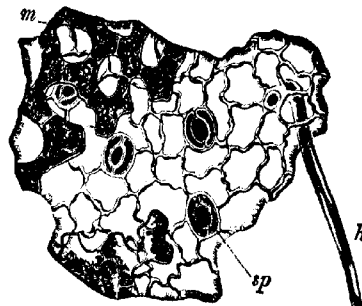


Fig. 356.—Tea. Lower epidermis of leaf with *h* hair and *st* stoma, and *m* spongy parenchyma of mesophyl, seen from below. X 160. (Moeller.)

DIAGNOSIS

After heating to boiling in water the leaves may be spread out and examined. Even quite small fragments can be recognized by their tex-

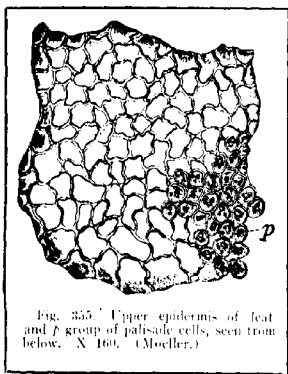


Fig. 355.—Upper epidermis of leaf and *p* group of palisade cells, seen from below. X 160. (Moeller.)

holding apart the epidermal layers. They are extremely variable in form and size, but are usually elongated (up to 150 μ), broadened at the ends, and have simple and forked branches. The thickness of the porous walls often exceeds the breadth of the cavity.

Crystal rosettes occur in considerable numbers.

The *Lower Epidermis* (Fig. 356) consists of large (70 μ), irregular cells with wavy contour, among which are numerous large (40-60 μ), broadly elliptical stomata, surrounded usually by 3-4 accompanying cells.

The hairs found on this epidermis, like the

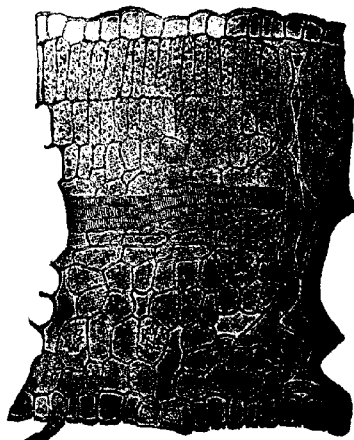


Fig. 357.—Tea. Cross section of leaf, showing epidermal cells, palisade cells, fibro-vascular bundle, spongy parenchyma with crystal rosettes, and large stone cell. (Mex.)

ture, venation, dentation, and other microscopic characters. The chief microscopic elements of value in diagnosis are the epidermal cells, the geniculate hairs and the idioblasts.

TEA ADULTERATION

Gross adulteration, such as the addition of exhausted leaves, foreign leaves and mineral make-weights, is seldom practiced at the present time. Low-grade teas often contain tea stems, and sometimes tea fruit. Facing, although objectionable, is not usually regarded as an adulteration.*

Exhausted Tea—Leaves which have been used once for the preparation of the beverage are said to be collected in England, Russia and China, impregnated with catechu or caramel, and prepared in imitation of genuine tea. This worthless product has the same microscopic appearance as genuine tea, but can often be detected by chemical means, particularly determinations of hot-water extract, tannin, total and water-soluble ash.

Tea Fruit—Soltzien has reported several cases of adulteration with the dried fruit. Winton found in a sample sold in Connecticut 11.5 per cent of this adulterant.

Tea Stems—Tea often contains a small amount

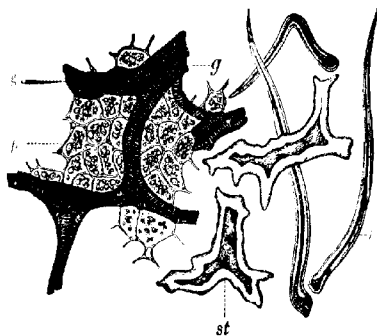


FIG. 358.—Tea. Tissues of leaf isolated by warming in alkali and squeezing with cover glass; *g*, spiral vessels of nerves; *p*, chlorophyll parenchyma; *st*, stone cells; *h*, hairs. X 160. (Moeller.)

of stems as an accidental impurity. A considerable amount indicates adulteration.

"Lie Tea" consists of tea leaves and other refuse made into lumps with starch paste. These lumps fall apart on soaking in water.

Mineral Make-Weights, including soapstone, gypsum, iron dust and sand are detected by chemical analysis.

Facing—A large part of the green tea and much of the black tea is "faced" or coated, to impart a gloss and an attractive color. Among the materials employed in facing green tea are Prussian blue (ferric ferrocyanide), ultramarine, indigo, turmeric, soapstone and gypsum. Black tea is frequently coated with plumbago.

* Except for facing, the tea on the American market at present time is seldom adulterated.

The following microchemical tests for the detection of facing are from the third edition of Leach's "Food Inspection and Analysis," p. 375:

"The most delicate test for facing is to examine, under the microscope or lens, the dust obtained by sifting the leaves or the sediment obtained after shaking with water. Plumbago appears glossy black, soapstone gray, gypsum white, Prussian blue ultramarine and indigo shades of blue, turmeric yellow. Prussian blue is decolorized by sodium hydroxide solution. Ultramarine is not affected by alkali, but is decolorized by hydrochloric acid. Indigo is not decolorized by either reagent."

Foreign Leaves, widely different in form and size from the tea leaf, can be used as adulterants, provided they are not too hairy or too strongly scented. The adulterator selects not only leaves which outwardly resemble tea leaves, of which there are an abundance, but, trusting to the indifference of the consumer, uses leaves of the oak, poplar, maple, plane tree and others which do not have the slightest resemblance to tea leaves, and which the layman, if he would take the trouble to spread out the spent leaves, would at once either identify, or at least recognize as foreign. Most of these leaves on close inspection show peculiarities in texture, venation, dentation and other characters, thus rendering microscopic examination superfluous. Only in cases where absolute proof is required, especially when the leaves are in fragments, is it necessary to resort to microscopic examination.

TEA SUBSTITUTES IN GERMANY

A recent cable from Berlin states that since the importation of tea has been cut off by the British blockade all kinds of substitutes have been tried, but few of them have proved satisfactory. Last spring experiments were begun with the young leaves of the grape vine, and the result was surprising. It was found that the tea obtained from the leaves had an excellent flavor. In early summer hundreds of tons of the leaves were cut and dried in the wine districts of Western and Southern Germany, and they are now sold everywhere as "genuine German tea."

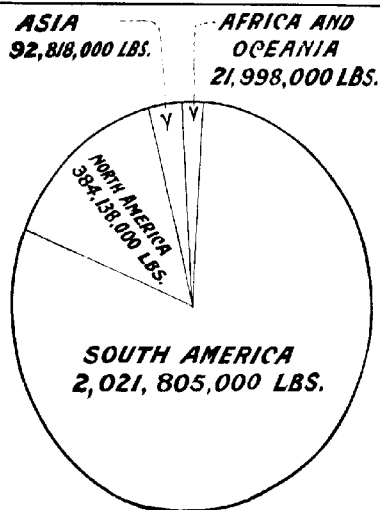
According to the *Berliner Lokal-Anzeiger*, Prof. Udo Dammer, of the Royal Botanical Gardens at Dahlen, has discovered that a mixture of dried blackberry and strawberry leaves can be made into a tea that cannot be distinguished from the finest true variety, even by experts. Chicory, acorn and malt coffee is a perfect substitute for coffee, says the paper.

COFFEE FACTS AND FIGURES

The Production and Consumption Story Told in Graphic Charts—Retail Grocers Sell Only 45 Per Cent of the Coffee Consumed in United States—Who Sells the Rest?

By S. H. HOLSTAD
Minneapolis

COFFEE is a very interesting subject, worthy of the thoughtful consideration of the grocer



**AVERAGE ANNUAL PRODUCTION OF COFFEE,
BY CONTINENTS
YEARS 1906-1910
(IN POUNDS)**

TOTAL POUNDS 2,520,759,000

CHART No. 1

and general merchant. In few, if any, fields of retail endeavor will the possession of a little knowledge of the article sold pay larger dividends than in the case of coffee.

The history and origin of the "little brown berry" is one of the most absorbing stories ever written. The history and romance surrounding it will not be touched upon in this article, however, as the facts and figures regarding its use

* The statistics used in this article are, in part, taken from Bulletin No. 79, issued by the United States Department of Agriculture, under the title "Coffee Production, Trade and Consumption by Countries," manuscript of which was prepared by Harry C. Graham, and, in part, from figures compiled by C. C. Parlin, Division of Commercial Research, Curtis Publishing Company.

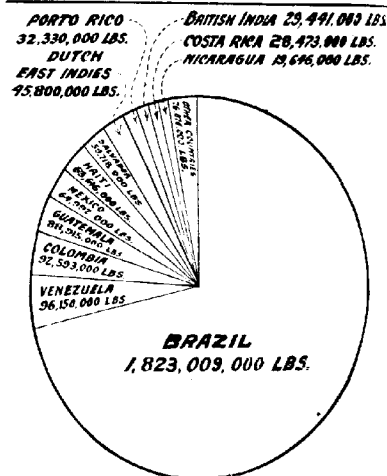
and sales possibilities are of greater interest to the retail trade.

The learned men who study and classify flowers, plants and trees tell us that there are two species of coffee, to each of which they have given an appropriate Latin name.

One of these, *Coffea Arabica*, is supposed to be a native of Abyssinia, and perhaps also of Arabia. From this species is derived, presumably, the term Mocha coffee, through the fact that this coffee was originally exported through the port of Mocha.

The second species is known as *Coffea Liberica* and originally came from Africa. This is probably the original Java coffee of commerce.

Like a great many other things, coffee is a hyphenated American, having been transplanted from the Old to the New World, and having, in



**AVERAGE ANNUAL PRODUCTION OF COFFEE
BY COUNTRIES
YEARS 1906-1910
(IN POUNDS)**

TOTAL POUNDS 2,520,759,000

CHART No. 2

its new home, found its greatest development, in both production and popularity.

COFFEE ESSENTIALLY AN AMERICAN PRODUCT

As will be seen by reference to Chart No. 1, the Western Hemisphere produces about 95 per cent of the world's coffee, showing conclusively that to-day coffee is essentially an American product. Of this amount South America pro-

show a remarkably steady increase, and yet, as indicated in Chart No. 5, the price of coffee in this country, to a certain extent, affects the consumption. That is to say, in general, as the price increases the consumption decreases, and as price goes down consumption goes up correspondingly. A little study of the chart will indicate this tendency.

**ESTIMATED PER CAPITA CONSUMPTION
OF COFFEE AND TEA IN THE UNITED STATES**

YEAR	COFFEE POUNDS	TEA POUNDS
1866	4.96	1.17
1871	7.91	1.14
1874	6.59	1.27
1880	8.78	1.39
1885	9.60	1.18
1888	6.81	1.40
1892	9.67	1.38
1894	8.30	1.36
1898	11.68	.94
1902	13.34	.92
1906	9.74	1.06
1909	11.45	1.24
1912 <i>app.</i>	9.00	<i>app.</i> 1.00

*Per Capita Consumption in America
Average of 20 Year Periods*

1854-1873	1874-1893	1894-1913
5.78 LBS.	8.11 LBS.	10.25 LBS.

CHART No. 5

There is one exception to this apparently general rule. This is shown by the figures for the year 1892, when an increase in price per pound of nearly 8 cents was accompanied by an increase of the per capita consumption of nearly two pounds. Why this single exception took place is something for the student of political economy to answer. Personally, I am unable to do so.

UNITED STATES SIXTH IN COFFEE CONSUMED

People tell us, and we agree with them, that the United States is the greatest country on earth. However, we must admit that when it comes to coffee drinking this is not the case. We are, in this respect, far behind many other countries which have less money than we do. Not only that, we waste as much coffee as we drink.

In the "Old Country" whatever is left in the coffee pot at the end of the meal is saved for the next. In this country we throw it away and rightly so. But if these coffee-drinking people used coffee as it is used in this country their per capita consumption would be increased wonderfully.

You will notice from Chart No. 6 that the United States ranks sixth, with an average per capita consumption of about 10 pounds. It is quite possible to increase these figures in this country by at least 5 pounds per person. This

**Estimated Per Capita Consumption of Coffee
In Specified Countries in 1909**

COUNTRY	QUALITY POUNDS
NETHERLANDS	15.826
CUBA	13.682
SWEDEN	13.133
NORWAY	12.564
FINLAND	12.403
BELGIUM	12.324
UNITED STATES	11.450
DENMARK	9.286
SWITZERLAND	7.478
GERMANY	7.471
FRANCE	6.019
AUSTRIA HUNGARY	2.568
ITALY	1.565
GREECE	1.561
SPAIN	1.444
TURKEY	1.440
CANADA	1.096

BULGARIA
ROUMANIA
SERVIA
UNITED KINGDOM
AUSTRALIA
NATAL
RUSSIA
NEW ZEALAND
NEWFOUNDLAND
MOROCCO
JAPAN

**LESS
THAN
1 POUND**

CHART No. 6

would mean a big increase in the coffee business of every grocer and general merchant, providing he got his proportionate share of this increased volume.

The expression above, "if he got his proportionate share," is used advisedly, as the remaining two charts will indicate. For, in the matter of getting the consumer coffee trade, the grocer and general merchant do not show up as well as they do in many other lines.

In order to get at some understanding of what is to come, let us, for a minute, consider Chart No. 7, which shows the annual food sales by the

dominating factors of the country. This chart indicates average annual retail sales of food products totaling the immense sum of \$3,300,000,000. Of this total amount 51 per cent is sold through the urban corner store, or what may also be termed the "residential grocery store." The extensive rural grocery sells only 12 per cent, while 27 per cent is sold by general stores in the smaller towns and cities. This leaves a balance of only 10 per cent, which is sold through such channels

ANNUAL RETAIL GROCERY SALES

± 3,300,000,000.00

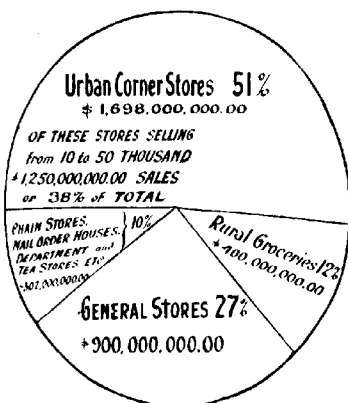


CHART No. 7

as the chain stores, mail-order houses, department stores and tea stores.

These figures indicate that the manufacturer and jobber can afford to pass up the business of this 10 per cent if they can get the business of the so-called legitimate retailer. Lincoln is reported to have said: "The Lord must have loved the common people because he made so many of them." So the manufacturer and jobber ought to love the grocer and general merchant because there are so many of them. One fact apparently stands out clearly on Chart No. 7, namely, that the so-called legitimate retailers are getting their proper share of the annual business in food products.

Unfortunately, however, this is not true of every food product. It is particularly not true of coffee. Here it seems quite evident that the grocer and the general merchant are losing their grip. Am I wrong? Chart No. 8 gives the reply.

COFFEE STORES LOSE \$135,000,000 YEARLY

It is estimated that the retail coffee sales in this country total \$300,000,000 annually. According to the percentages shown by the preceding table, the grocer and the general merchant should be getting 90 per cent of this amount; in other words, their combined coffee business should amount to approximately \$270,000,000. Instead of this figure, estimates, carefully made, indicate that the combined sales of coffee by retail grocers and general stores do not exceed \$135,000,000. It probably runs less than this. Thus, as indicated by the chart, these retail interests are losing annually coffee business of at least \$135,000,000, which should rightfully belong to them according to the business they are getting in other lines.

A canvass made in a section of Ohio revealed the fact that of the coffee purchased and consumed in that territory less than 25 per cent was purchased through the regular retail channels.

ESTIMATED RETAIL COFFEE SALES

±300,000,000.00 ANNUALLY

BASED ON 10 POUNDS PER CAPITA @ 30¢ PER POUND

PROPORTION WHICH SHOULD BE SOLD BY

RETAIL GROCERS and GENERAL STORES

90% or ±270,000,000.00

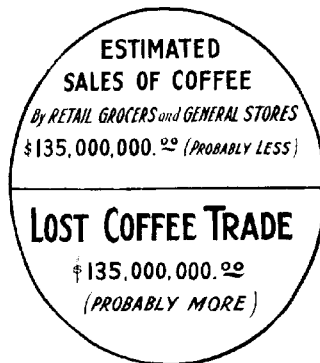


CHART No. 8

Figures from other sections, based upon careful surveys, indicate similar conditions.

Every grocer and general merchant should ask himself where his coffee trade is going. If he does not know, the essential thing is to find out. The next step is to get the trade back to his store where it belongs.

The subject of getting the coffee business back to the retail grocer and the general merchant is of vital importance to both the retailer and the coffee roaster. Because if the pedler and the mail-order house get the business the retailer and the roaster will both have to abandon that particular line.

Preparedness is a timely topic at present. Are we prepared to defend our business from the attacks of these competitors? Are we prepared to serve our customers efficiently and economically? If not, is there anything to do except either to "get busy" or else "get out" and let some other man do the work we could not do?

The National Coffee Roasters' Association realizes that the retailers and roasters must co-operate in some way, and has given the subject much thought at its conventions. A committee has been appointed to study the problem. A speakers' bureau has been organized to supply speakers for conventions and other meetings of local and State grocers and general merchants. Advertising literature, the aim of which is "to tell the truth about coffee," has been prepared for consumer distribution.

RETAILER SHOULD CO-OPERATE WITH ROASTER

Active efforts are being made to help the retailer. The retailer can help by co-operating with the roaster. The consumers in each community can be educated to the merits of coffee, and to the fact that the man who supplies them with the bulk of their other food products is the man who can best supply them with their coffees.

The gospel of correct coffee brewing can be spread by the retailer. Incorrect methods of making coffee have been a large factor in causing a certain percentage of consumers to abandon coffee and turn to a substitute.

A careful chemical analysis of coffee produced by different methods has been made under the direction of the Coffee Roasters' Association. This has revealed that of the four methods of preparation one stands out foremost as regards ease of preparation, delightfulness of taste, and absence of coffee tannin. This method is styled the filtration or drip method. When the coffee is prepared in this manner, boiling water being poured (once) through pulverized coffee held in a close-mesh bag, there is present in each cup only 0.29 grains of coffee tannin. Prepared by percolation, boiling or steeping, there are present 2.00, 2.35 and 2.31 grains, respectively, of coffee tannin.

The knowledge of proper methods of preparation will tend not only to make the resulting drink much more agreeable to the palate, but will tend

also to win back the major share of those who for various reasons, real or imaginary, have abandoned coffee for some form of substitute.

Through participation in such a campaign the retailer will not only be doing the public a real favor, but he will also be laying the foundation for an increase in his own coffee sales, and through this little additional service tend to win that percentage of the coffee business of his community which should, according to the figure shown in Chart No. 8, be rightfully his.

NICARAGUA COFFEE EXPORTS

United States Receipts Increased 15.3 Per Cent in 1916—July, 1916, Shipments 12,00,000 Pounds—

New Crop May Slightly Exceed 1915-16 Production

By JOHN A. GAMON
Corinto, Nicaragua

STATISTICS furnished by the Collector of General Customs at Managua show a falling off of 2,617,764 pounds, or 13.8 per cent, in the quantity and one of \$270,495, or 14.5 per cent, in the value of the coffee exported from Nicaragua during the first six months of this year, as contrasted with the shipments during the corresponding period of 1915. The Collector General's figures are shown in the accompanying table:

COFFEE EXPORTS, NICARAGUA, 1915-1916

EXPORTED TO—	1915—		1916—	
	Pounds	Value	Pounds	Value
United States...	5,902,810	\$622,656	7,370,448	\$776,073
France	5,713,691	553,627	6,776,033	608,841
United Kingdom	3,713,585	369,406	148,862	19,080
Italy	2,352,550	250,637	705,163	67,115
Netherlands	309,313	42,163	1,330,709	132,640
Denmark	152,422	15,003
Spain	132,342	12,407	64,020	5,613
Sweden	76,202	7,151
Canada	30,429	3,300
All other countries	1,216	120	101	10
Total	19,043,540	1,823,170	16,425,785	1,602,675

The United States took about 48.4 per cent (in value) of the half-year shipments in 1916, as against 33.2 per cent in 1915; France purchased 38 per cent in 1916, as against 29.5 per cent for 1915; the United Kingdom, 1.2 per cent, as against 19.7 per cent; Italy, 3.5 per cent, as against 13.3 per cent, and the Netherlands 8.3 per cent, as against 2.2 per cent.

CROP RETURNS AND OUTLOOK

There are approximately 4,184,650 pounds of coffee in warehouses at Corinto, and probably 750,000 pounds at interior points, practically all of which should be afloat before the end of August. Shipments for July and not included in the

the above amount to approximately 1,200,000 pounds. In other words, there were about 6,134,700 pounds of coffee not shipped at the end of June, 1916.

In 1915 approximately 94 per cent of Nicaragua's total coffee exports for the season left the country before the end of June. In 1916 this percentage dropped to 72.8 per cent. The delay in exporting this year's crop is due primarily to shortage in shipping accommodations to Europe. Prices for the two years were very nearly the same, with slightly better figures for 1916. The crop, although falling short of expectations, surpassed the 1915 crop by about 3,500,000 pounds.

From present indications the 1916-17 crop will equal or slightly exceed the 1915-16 crop.

RUBBER HIDDEN IN COFFEE BAGS

A London cablegram of August 8 to the *New York Times* told of an attempt, which had been stopped by the British authorities, to smuggle rubber, concealed in 250 sacks of green coffee, into Germany by way of Christiania, Norway, on the Norwegian steamer *Lyngnesfjord*. Small chunks of raw rubber, 4 inches square by an inch thick, dotted all over with green coffee beans, filled these sacks. According to United States District Attorney Roger B. Wood, New York, the 250 sacks of coffee were consigned by Julia Ramirez from some point in Guatemala to G. P. Nieder, an exporter of 29 Broadway, New York, who received a letter directing him to reship them to H. C. A. Milbrey at Christiania. When the shipment reached this port the steamship company refused to reship it because of the German name of the New York agent. Nieder then called upon Leon P. Mainetty, of 105 Hudson street, New York, an exporter of dried fruits, explained the dilemma to him, and induced him to become consignee of the goods, according to Mr. Wood.

Both Mainetty and Nieder, Mr. Wood said, were found to have played an innocent part, and there was not the slightest ground for prosecuting either of them.

Late cables from Java report that the demand for peppers is increasing and prices remain high.

COFFEE TRADE OF ADEN

Considerable Falling-Off in Both Imports and Exports in 1915—United States Still the Largest Importer of Mocha Coffee

By ARTHUR G. WATSON
Aden, Arabia

ADEN'S importance as a seaport is chiefly due to the fact that it is the distributing point for the large population of Abyssinia, British, French and Italian Somalilands, Eritrea, Arabian Coast, and until recently of the upper Red Sea and the whole East African coast. The harbor improvements at Port Sudan have taken away a certain percentage of the trade of the upper Red Sea, and the rapid development of Mombasa has practically caused the cessation of that trade, except as Aden is used as a trans-shipping point. The native merchants control a large percentage of trade between Aden and adjacent countries.

COFFEE IMPORTS AND EXPORTS

The accompanying table shows the imports and exports of coffee at Aden for the past three years:

To the import figures should be added the coffee imported on camels from the interior, which in the fiscal year 1914-15 is valued in the official statistics at \$142,858.

The arrivals of Abyssinian (Harrar) coffee increased during the fiscal year 1914-15. The decrease in the total is accounted for by the fact that no coffee has been received from Turkish Arabian ports and to a slight reduction in the land-borne trade.

UNITED STATES LARGEST IMPORTER OF MOCHA

The decrease in exports to the United States is accounted for by the fact that the American market imports principally Mocha coffee, and the lessening of the supply forced the price on this article. The declared exports for the calendar year 1915 indicate, however, that the United States has regained its position as the largest importer of coffee, the purchases having increased to \$746,643, as compared with \$397,263 in 1914. The price of both Mocha and Harrar coffee has fluctuated very little, remaining almost constantly at about 19 to 21 cents.

COFFEE TRADE OF ADEN, ARABIA, FROM 1912 TO 1915

COUNTRIES	Imports from			COUNTRIES	Exports to		
	1912-13 Cwts.	1913-14 Cwts.	1914-15 Cwts.		1912-13 Cwts.	1913-14 Cwts.	1914-15 Cwts.
Abyssinia (Harrar) coffee,	49,284	54,612	55,140	United States	56,402	38,204	20,831
Arabian ports (Mocha coffee)	76,173	65,268	28,696	France	30,909	26,570	19,931
Strait Settlements	9,062	3,302	4,697	African ports	32,643	21,345	25,111
Other countries	5,709	4,360	14,946	United Kingdom	8,725	6,224	10,307
Total	140,178	127,543	103,479	Other countries	4,195	46,489	25,860
				Total	152,874	139,023	101,040

THE PRACTICAL COFFEE ROASTER

¶ A department discussing coffee-roasting problems and matters of timely interest to wholesale coffee roasters, with all the news of the field. Subscribers' questions of general trade interest will be answered here free of charge.

"DRY ROAST" AND "STEEL CUT"

Letters from Readers on the Editorial Viewpoint of This Paper Concerning These Trade Sophistries

THE editorial on the subject, "Dry Roast and Steel-Cut Sophistries," in the August issue caused a number of subscribers and advertisers to write their views to the editor. Most of the letters are too long to print, but the following excerpts from the more notable may prove interesting to the trade by way of commentary:

WET "DRY ROAST" AND REFORMED "STEEL-CUT"

A New York coffee roaster writes: "There are one or two concerns that claim to roast coffee absolutely dry. If they do, it is our opinion that the roast they take off will not be as satisfactory as where it is checked with a small amount of water, the reason being that before the air can strike the inside of the coffee bean the center is over-roasted. A small amount of water just before the coffee comes off checks the roast thoroughly. This is practically a dry roast, as the water has no effect on the shrinkage. Of course, this method has been abused.

"The words 'Steel-Cut' became popular through advertising the fact that coffee prepared in this way, with the chaff blown out, removed the caffeine. The idea was changed with the passage of the Food and Drugs Act, but about the same time the coffee-mill people adopted it as a slogan. The trade understands the term to mean coffee of uniform granulation and not simply any grind."

CUTTING BURS THAT CUT

A leading coffee-mill manufacturer writes: "The so-called 'Steel-Cut' coffee sold in cans is ground in the regular old-fashioned way, the dust and finer particles being removed by sifting, and the idea being to give a uniformly ground product. Previous to 1910, so far as we know, there was no cutting burs in any coffee mill, although some concerns had experimented with toothed burs. The teeth on these burs were not sharp and failed to cut the coffee as our burs do. All other manufacturers of electric coffee-mill equipment use a bur made of cast iron, the casting containing ridges running from the center to the rim. These ridges are given a sort of edge by grinding the faces of the burs, but the effect, when they are put into the machine, is a grinding or crushing of the coffee rather than cutting. With constant use the burs become useless and must be replaced."

WATER RESTORES WEIGHT AND GIVES LUSTRE

A coffee machinery manufacturer writes: "The object of applying water to the coffee while in the roaster cylinder is not for the purpose of cooling it but to restore weight or give lustre. The coffee must be thoroughly cooled just the same whether the wet roast or the dry roast process is followed. The universally-used method for cooling coffee is the exhaust fan. This cooling method was in use long before electric motors came in."

EMPHASIZING THE IMAGINARY

Another coffee-mill manufacturer writes: "That coffee mills have *cut* the coffee berry for a generation or more, or do 'cut' it to-day—is a statement entirely unwarranted by fact, and the fact is not modified whether the burs may be made of steel or other material. Therefore, it is the *imaginary* that has been emphasized and not the *obvious*."

"In our judgment the writer of the editorial has unfortunately taken, to illustrate his point, a case inconsistent with the principle he has sought to establish. There is merit, from the advertisers' standpoint, in emphasizing a common-place fact in an unusual and persistent way. But at the same time the advertising fraternity has gone on record as desiring to encourage the commercial world in adhering to facts in advertising. It is, therefore, to be regretted that the language used in citing the example apparently did not convey to the *Printers' Ink* editor what it would naturally convey to the coffee trade. To our mind the picture of a Jersey cow, used to emphasize the quality of a certain brand of malted milk, is a pure example of the principle of 'emphasizing the obvious.'"

"We fancy you are one of the constantly-increasing number of thinking men who feel that there is an abundance of well-founded, interesting truth to be told about coffee, and that the interest of the trade as a whole is best served, in the long run, by strict adherence to indisputable facts.

"The term 'steel-cut,' as applied to coffee, is now very generally looked upon as a coined expression, which, during recent years, has lost most of the significance attributed to it at an earlier date by various houses which employed that term in advertising and sales work. Certainly there was never any scientific justification for a claim that any kind of mechanical device, designed to reduce the coffee berry to smaller particles, could do so by 'cutting' the berry. Fresh roasted coffee—in fact, any roasted coffee fit to sell—is brittle to an extent that it positively cannot be 'cut' by any process. Coffee is broken up into particles smaller than its natural unit by impact blow or

compression strain. Strike a berry with a speckled knife, or almost any article used as a hammer. The berry breaks into an indefinite number of pieces of indeterminate size and shape. This illustrates the impact blow. Press upon the berry with the thumb with sufficient force, and it is shattered into particles of unforeseen number and shape. This illustrates the compression strain. The underlying idea of using the word 'cut' usually has to do with supposed uniformity of size in the particles. It is no more possible to pass coffee through a mill and bring out particles of uniform size than it is to hurl a stone through a window glass and break that glass into pieces of predetermined size and shape. Any known method of reducing coffee makes, during the process, some dust, some over-size particles and particles of various intermediate sizes. Over-size particles may be reduced in size before escaping from the grinders. It is the function of a properly designed grinder, no matter what the type—to first crack the berry, then crack the over-size particles, and so continue until the desired grade of fineness is obtained. The design of the mill has much to do with the character of the product. But no mill can put together the small particles to make larger ones equal in size to that size which predominates and which may be taken as an indication of the grade of grind.

"Ground coffee may be screened as a means of grading the particles to size. It may also be subjected to air blasts for the removal of chaff and such portion of the very fine particles as the operator may wish to eliminate. The product thus obtained—irrespective of the extent of refinement or of the grading—is that product frequently termed 'steel-cut.' In our opinion the term 'refined,' as indicating removal of chaff and a measure of dust (if any dust is removed), is a term that adequately signifies the process and does not in itself imply anything magic.

"For the above reasons the particular advertising cited by *Printers' Ink* cannot really be classed as 'emphasizing the obvious.' It is rather an example of 'emphasis of a catch phrase' which is really not descriptive of the article advertised."

The manufacturer of a well-known coffee grinder writes: "We have always considered this expression, 'Steel-Cut,' as merely a good advertising slogan and nothing more. It does not, necessarily, misrepresent the coffee, as far as we can see, as coffee that is ground with steel cutters would be 'Steel-Cut.' We use steel grinders in some of our mills, and should we desire to push their sale to any extent we might consider some such expression as the one referred to as very useful from an advertising standpoint."

GERMAN CHOCOLATE VENDERS QUIT

Because of the high price of chocolate in Germany the biggest concern operating automatic vendors throughout the empire has discontinued the sale of the little chocolate tablets, with the explanation that it is impossible to continue to supply them at 10 pfennig (about 2½ cents), according to reports in German newspapers.

CALIFORNIA ROASTERS OBJECT

They are Opposed to the National Association Advertising the Virtues of Pulverized Coffee and the Filtration Method of Making

[FROM A STAFF CORRESPONDENT]

SAN FRANCISCO, Aug. 20, 1916.

THE propaganda of the National Coffee Roasters' Association, urging upon dealers and consumers the use of pulverized coffee and the filtration method of making has struck a snag in the shape of the determined opposition of the California association, which includes a number of the "big fellows" of the country. When the booklets and other literature of the National Association's advertising committee began to make their appearance, and the members of the California association saw the drift in favor of pulverized coffee, they got together to consider how they stood on the move. While two or three of the California roasters have small mills for the making of finely pulverized coffee for the Turkish and Armenian trade, the great bulk of the output on the Pacific Coast is ground coffee, with a growing tendency toward the fine, "steel-cut" coffees. Their mills are equipped for this and their trade is accustomed to it; and the roasters object to making a change which, from their point of view, is for the worse. They hold that the poorer keeping qualities of pulverized coffees more than offset the claimed advantages, and they believe that roasters in other parts of the country will eventually come to the same conclusions.

OTHER SECTIONS ENDORSE THE STAND

When it was discovered that the California men were a unit on the question, it was decided to bring the matter to the attention of President Weir as well as to the members of the association. A letter was accordingly drafted calling the attention of the members of the association to the views of the California members on the pulverizing question, and suggesting that such disputed points as coffee making and coffee grinding should not be taken up in a publicity way until the interests of all members could be made to coincide. About two hundred of these letters were sent out under date of August 10 to members of the association throughout the country.

To date some sixty or seventy answers have been received, and as all but three have been favorable to the view of the California association the members of that association are well pleased with the response. They are also pleased to learn that, since the opposition of the Coast roasters has

been made known, the publicity work of the National Association in favor of pulverized coffee and of the filtration method of brewing has been put over until after the matter can be considered at the Atlantic City convention in November. San Francisco roasters feel confident that when the matter is carefully considered the bulk of the roasters of the country will recognize that the exception is well taken, particularly as the opposition to pulverized coffee is by no means confined to the Pacific Coast section.

EDUCATIONAL PROPAGANDA NOT FAYORED

H. H. Carlton, acting secretary of the California Association of Coffee Roasters and Jobbers, says that the local members are by no means unappreciative of the valuable work that has been done by the National Association in its investigations and in collecting evidence as to the healthfulness and beneficial effects of properly-made coffee. He holds that this work has been splendidly done and furnishes the basis of excellent publicity work. He says, however, that the general understanding of the roasters in this section was that the publicity work of the National Association was to be confined to the popularizing of coffee, and to the counteracting of the effects of the false and misleading statements spread broadcast for years by the promoters of coffee substitutes. This, he thinks, is what should be done. It would help the entire trade and work injury to none. Western roasters feel that the advertising campaign should not be made on the basis of methods of roasting or cooking, since none are universal, various methods being preferred by different roasters and different communities. For this territory they have found from experience that pulverized coffee does not satisfy either dealers or consumers, chiefly because of its limited keeping qualities and the difficulty of introducing a new thing.

PRESIDENT FOLGER'S VIEWS

J. A. Folger, president of the California Association of Coffee Roasters and Jobbers, like the other members of that association, views the situation substantially as does Mr. Carlton; but, since the matter has been postponed until after the annual convention, and seems in a fair way to be most amicably and agreeably settled, he feels nothing should be said about the protest of the California association lest what is now merely a difference of opinion should develop into a controversy. He is a firm believer in coffee, especially in ground coffee as the California roasters have developed it, and he is inclined to think those Eastern roasters who are now featuring the pul-

verized article will before long find out that they are on the wrong track. He is appreciative of the good work done by the National Association, and is anxious that the attitude of the Western members should not be misunderstood.

Other San Francisco roasters—both the big importing houses and the smaller establishments—are agreed in their opposition to pulverized coffee and in the belief that the publicity work of the National Association should be confined to lines on which all sections can agree. Some of them are inclined to think that possibly some of the makers of pulverized coffee, carried away with their own favorite method, have overlooked the all but universal use of ground coffee in this and other territories.

G. P. M.

MEETING COFFEE COMPETITION

Fortified with Expert Knowledge of Coffees and Quality Service to Consumers, the Retail Grocer Can Beat the Pedler and the Mail-Order "Game"

By W. K. GILL
Duluth

THE mail-order houses and the big tea and coffee peddlers are concerns that deal in facts and eliminate guesswork. They have a perfect right to exist, and will exist so long as they sense the consumers' demand. That they are sensing the demands of the consumers is proved by their immense output of coffee. They have learned by experience that consumers are not interested in price, but only in the degree of quality obtained.

The mail-order houses and the tea and coffee peddlers have also learned that products are worth only what they bring back in return, and not the price at which they can be bought. And to establish themselves with the consuming public they secure the services of experts whose efforts are confined solely to the particular products assigned to them for purchase. The retail grocer, because of the multiplicity of the articles he must deal in, cannot do this, nor does the volume of his business permit him to secure the services of an expert. Therefore, he is compelled to place his orders with such concerns as do have the services of an expert. However, it is his privilege, and his duty as well, to demand that the concern from whom he purchases his coffee shall exercise the same care, attention and honesty of purpose to produce quality as do the mail-order houses and the coffee and tea peddlers.

QUALITY AND SERVICE THE WINNING FACTORS

Mail-order houses and the coffee and tea peddlers are the grindstone for you to run up against, and you go up against them close enough and strong enough you will develop an edge that will cut into the present output, because your prestige with the consumer, through personal contact at frequent intervals, is of far greater intensity than the prestige that can be developed by a catalogue of the itinerant coffee pedler knocking at the back door. And when you go up against the grindstone be fortified with quality, and you can be justified if you will demand from those with whom you are doing business that they meet your standard of quality, and do not excite your indignity by continually offering you price in place of quality.

DEMAND QUALITY FROM YOUR JOBBER

If coffees and teas are not essential, then how can you harmonize your reasonings with the fact that in Chicago exists a concern the capitalization of which is \$10,000,000, whose sole business is to knock on the back doors and get orders for coffee and tea? If it is not an essential, then why is it that hundreds of millions of dollars are invested in the production of coffee? That the big proportion of coffee entering our ports does not produce palatable coffee flavor is no excuse for the retailer, who should be wiser than the mail-order houses and the tea and coffee peddlers, and demand that the coffee he purveys to his customers shall be quality coffee. Just as in the coffee-growing countries there are certain coffee growers who intensify their plantations for the purpose of producing quality coffee, so should there be a certain proportion of retail grocers demanding the quality.

Do not take solace in the thought that you get no kicks on the coffee that you sell, because the average consumer does not kick. They simply refuse to do business with you, and keep on experimenting until they obtain what they desire.

TEA AND COFFEE DEPARTMENT ESSENTIAL

If many of you have installed in your stores a department devoted exclusively to coffees and teas. If you have not, then you are not instilling into the minds of your clerks and even yourself the desire to advance the sale of coffees and teas, because of their power to bring new faces into your stores and keep the old faces from going elsewhere. Such a department does not mean an extensive assembling of fixtures. It means, simply, that a certain space should be apportioned and devoted to the sale of coffees and teas.

And while you should, because of the importance of the business, give it your personal attention, you can assign one of your clerks, who can think as well as act, to take charge of this booth, and thus persuade him to use his spare time, not to read from books, but experiment by actual demonstration the different values of coffees.

BUY COFFEES ON A SCIENTIFIC BASIS

Get rid of doing business with the manufacturer or jobber who does not secure the services of experts—men who are as intent upon acquiring knowledge of the goods they buy for the jobber or manufacturer as are the experts serving the mail-order houses and the tea and coffee peddlers. Fortunately there are a number of jobbers recognizing this standard of efficiency, and those who do not recognize it must do so or be lost in the shuffle. I need not only speak of jobbers, but of coffee roasters as well. There are coffee roasters who recognize the obligation they are under to the retail grocer. There are others who do not recognize this obligation. So whether you buy coffees from the jobbing grocer who has his coffee plant, or from the coffee roaster, the paramount thought guiding your endeavor should be to determine in which of those concerns you will place your confidence, and when that confidence is placed to remain adamant to the wiggling, wagging, uncertain tactics of such concerns that never offer you anything else but price.

If you do this then your shelves will not be loaded down with a multiplicity of brands with the same selling price. You will not have a conglomerate mass of coffee going stale. You will not have your desire to give quality coffee to your customer blasted by deterioration in the original value of your coffee, and coffee commences to deteriorate immediately after it leaves the cylinders; so much so that a coffee bought at a certain price will not, after thirty days' time, flavor the water to any more appreciable extent than a freshly roasted coffee of 2 cents less value. This deterioration maintains as time goes on until it reaches its ultimate deterioration, which has almost no value at all.

COFFEE EXCHANGE SEAT, \$4,200

Another new high level for New York Coffee Exchange seats was made on July 25 by the sale of a membership by L. W. Minford for the estate of W. W. Minford to W. W. Birdsal for \$4,200, as compared with the previous transfer at \$3,925.

TALKS TO COFFEE BUYERS

A Series of Discussions of Coffee Problems Designed
to be Helpful to Wholesale and Retail Coffee
Distributors

By WILLIAM B. HARRIS

Coffee Expert, U. S. Department of Agriculture,
New York

No. 2 PROFITS

THERE is a wide difference of opinion among dealers as to what constitutes a legitimate profit on coffees.

Certain dealers there are who unquestionably make an effort to give value to the consumer, and these are making only the profit to which they are entitled. Others still persist in the old-time methods of selling three or four different brands from one bag, but this class of merchant is gradually being eliminated.

To purchase one grade of coffee, a cheap grade at that, and make it answer for all purposes simplified matters. Although the profit on the cheapest brand was small, it permitted a gain of 100 per cent and over on the best blend, which was dignified by the term of Java and Mocha, though containing neither of these coffees. This gave the pedler an opening that has lost the grocer hundreds of dollars' worth of business.

The pedler had brands packed at different prices for his various grades. He bought only his requirements for each week, and consequently his coffees were more freshly roasted than the supply handled by the grocer, which frequently lasted for three or four weeks.

AVERAGE GROCER KNOWS LITTLE ABOUT COFFEE

Finding it necessary to make a change of some sort, the grocer now orders a greater variety, frequently dividing his purchases between different dealers. His cheapest coffee consists of Santos, and a higher-priced coffee is ordered for his better grades. This is a step in the right direction, but the average grocer does not know very much about coffee, and pays very little attention to his coffee purchases. If his customers do not kick he lets it go at that, without regard as to whether he is building up his coffee business or not.

HOW TO INCREASE COFFEE PROFITS

For each brand that the grocer sells he should have a different blend, and a blend costing more money for each advance in selling price; so that the purchaser who is willing to pay more for his coffee may receive value and not a grade that is sold in another direction at a less figure.

The dealer should offer his various grades under brand names that will identify them with his store and not merely as coffees at a price.

He should sell his own brands, buying his coffees in bulk rather than confining his business to brands packed by others, even though it may be to his advantage to carry a stock of the better advertised package coffees.

BULK COFFEES PAY THE RETAILER BEST

Bulk coffees, properly purchased, will net the dealer a better profit than package coffees, and more important still, will give the consumer better value than is offered by a majority of the package coffees on the market.

As an example, one of the biggest sellers among the package coffees retails at 35 cents and costs the grocer 27 cents and the roaster not over 17 cents, including freight.

In this instance, as with many other package brands, particularly the so-called steel-cut variety, the grocer's profit is only reasonable; but there is too wide a difference between the original cost and the price charged the retail dealer.

Where the grocer buys bulk coffees, carefully makes up his own blends, and puts up his own package brands, he has an opportunity to examine the grade of merchandise he is receiving, and make certain that his coffee department is offering the best possible value.

The actual percentage of profit must vary according to conditions. Whether the business is handled on a cash basis or credit is given enters into the question, as does the operating expense under which the business is conducted.

COFFEE ASSOCIATION ACTIVITIES

ST. LOUIS PROTESTS AGAINST ARMY'S COFFEE

The St. Louis branch of the National Coffee Roasters' Association has passed and mailed to the Secretary of War, the Quartermaster General, and the various department quartermasters, resolutions protesting against "the course of supplying the United States soldier with the cheapest and poorest coffee," and affirming that "he is entitled to as good quality of coffee as in all other foods."

FROM A PLEASED ADVERTISER

THE LAUREL MANUFACTURING CO., 627 North Third street, Philadelphia, manufacturer of coffee-roasting machinery and appliances, writes: "We wish to state that the little ad in your journal has been the means of placing 18 machines in the hands of satisfied users, and has brought us hosts of inquiries from prospective buyers. Under these conditions we deem it a pleasure to renew the advertising contract for another year."

BRAZIL'S COFFEE TRADE IN 1915

Brazil's unprecedented coffee crop of 1915 resulted in an exportation of, 17,061,319 bags, or only 1,000,000 bags more than in 1914. Coffee suffered from a notable decrease in price, and according to the Brazilian Statistical Bureau's calculations of coffee prices on the gold basis, the average prices for 1915 were but 46 per cent of those of 1911, 49 per cent of those of 1912, 61 per cent as compared with those of 1913, and 78 per cent as compared with those of 1914; still the falling in 1915 was an improvement on the preceding year, if it did not reach the high totals of the years previous to 1913. Before the crisis of 1913 the coffee crop had yielded steadily increasing values. From \$225,000,000 in 1912 it rose to \$130,000,000 in 1914, and under the artificial stimulus of the war condition, which increased sales greatly, the net return of the crop in the country reached but little over the \$155,000,000 mark in 1915.

The United States, by far Brazil's most important coffee purchaser, took 7,194,594 bags in 1915, valued at \$95,317,338. Germany, Austria and Belgium imported none, while Sweden took 333,876 bags, valued at \$21,303,248, which is about ten times as much as that country imported annually before the war. Great Britain's imports of coffee have increased considerably in quantity during the past three years, but the decrease in price has kept the values about the same, and slightly less than \$4,000,000 per year.

HOLLAND'S COFFEE TRADE IN 1916

An important feature of the Dutch coffee trade was the great decrease in the arrivals during the first six months of this year in comparison with the corresponding period of 1915. This year the imports totaled 861,400 bags; in 1915, 2,361,500 bags; in 1914, 936,700, which was fairly normal for peace times. The deliveries this year were 1,717 bags more than the arrivals, while last year the deliveries were 254,148 less than the arrivals, which would indicate that the surplus stock in Holland is being reduced this year.

The reduction in imports for the first six months of 1916 was in Brazilian and Central American coffee. The receipts from Brazil this year were only one-sixth those in 1915, and lower than in corresponding periods before the war—less than half those in the similar period of 1914. While the total of the arrivals during the past six months was about the normal of peace times, it is noted that point only because of increased imports from the Dutch East Indies.

The total stock on hand in this country on the 1st of July, 1916, 1915 and 1914, respectively, was 208,000 bags, 554,500 bags, and 703,300 bags.

COFFEE PLANT'S EFFECT ON RUBBER

David Birnie, chairman of the Bosocki Experiment Station, Java, says, concerning the general belief that interplanting rubber trees with coffee affects injuriously the rubber growth and production, that while this may be true in some degree, the retardation of growth depends upon the planting distance, the method of working employed, and the local circumstances; also that the cutting out of the interplanted coffee sometimes very injuriously affects the rubber production.

GERMANS USING COFFEE GROUNDS

Coffee grounds, even if they are the leavings of "ersatz" coffee, are no longer to go to waste, but will contribute their share toward the nourishment of man and beast in Germany, according to a report in *The London Mail*, telling of the organization in Berlin of a plan to make use of the coffee grounds hitherto thrown away in most cases with kitchen refuse.

It is the result of successful experiments to convert dried grounds into nourishing fodder for cattle. Special filtering process has also been devised for winning a certain "extract" from the grounds, which has been found suitable for human nourishment. It is now proposed that all public institutions, such as barracks, hospitals and prisons, join with householders in systematically saving up the coffee grounds, which will be collected officially at regular intervals.

BRAZIL MAY SEIZE GERMAN SHIPS

Cable advices from Rio de Janeiro state that the question of requisitioning German ships in Brazilian ports will soon be taken up by the Brazilian Congress. Deputy Gonçalves Naia is preparing a resolution authorizing such a requisition which he will present to the Chamber.

There are thirty-eight German ships and four Austrian in Brazilian ports. This shipping is estimated to be worth between \$15,000,000 and \$20,000,000. The biggest ship of the fleet is the Hamburg-American liner *Blucher*, which has a net tonnage of 7,592. There has been some ill-will against Germany in Brazil, owing to the fact that Germany seized Brazilian coffee worth \$7,000,000 and refused payment for it. After Portugal had requisitioned German ships in her ports last February it was reported in New York and London that Brazil had taken similar action.

EXPORTS OF COFFEE FROM SANTOS, BRAZIL, JULY 1, 1915, TO JUNE 30, 1916

BY COURTESY OF HARD & RAND

EXPORTERS.	JULY DEC. JAN. JUNE TOTAL			DESTINATION	JULY DEC. JAN. JUNE TOTAL		
	Bags.	Bags.	Bags.		Bags.	Bags.	Bags.
Naumann, Gego & Co., Ltd.	647,709	339,096	986,805	New York	2,462,673	1,269,657	3,732,330
Hard, Rand & Co.	607,395	276,577	943,943	New Orleans	1,025,465	413,957	1,439,422
R. Alves Toledo & Co.	531,998	311,725	843,713	Havre	572,412	709,440	1,281,852
E. Johnston & Co., Ltd.	410,121	296,625	706,746	Genova	370,495	552,145	922,640
Arbuckle & Co.	372,730	212,903	585,333	Stockholm	438,933	158,327	597,260
Companhia Prado Chaves	339,473	238,552	578,025	Amsterdam	338,983	212,303	551,286
Leon Israel & Co.	270,091	243,074	519,168	Gotterdam	359,332	138,563	497,895
Michaelson, Wright & Co., Ltd.	280,938	190,324	455,202	London	155,801	228,321	384,122
Stolle, Emerson & Co.	230,414	215,137	445,601	Christiania	323,053	37,139	360,192
Societe Coffee Company	271,877	153,894	425,771	Copenhagen	243,134	78,246	321,380
Levy & Co.	281,222	141,558	422,780	Marseilles	117,581	133,642	251,223
Societe Franco-Brasiliere	211,777	165,820	377,597	Malmoe	168,554	52,625	221,179
J. Aron & Co.	265,279	95,857	361,136	Buenos Aires	85,398	83,576	168,974
Malta & Co.	104,122	129,135	323,257	San Francisco	85,072	57,952	143,024
Whitaker, Bratton & Co.	188,083	112,102	300,185	Dummeu	35,305	59,131	92,436
Theodor Wille & Co.	226,707	68,393	295,100	Alexandria	68,625	10,375	88,000
Niue & Co.	154,053	135,865	289,918	Barcelona	13,824	29,847	43,671
Leite, Santos & Co.	163,086	86,014	249,110	Trondhjem	36,750	6,625	43,375
Eugen Urhan	134,073	83,354	217,427	Bergen	21,602	14,525	36,127
Prado Ferreira & Co.	132,433	45,704	178,137	Seville	8,340	12,256	20,596
Phone	60,546	115,303	175,849	Naples	9,648	8,587	18,235
Leistay Frinks & Co.	80,054	80,065	160,119	San Pedro	7,500	3,000	10,500
Leite Ferreira & Co.	40,600	35,716	137,885	Malaga	2,720	7,074	9,794
Raphael Samson & Co.	63,965	71,754	135,359	Seattle	2,500	7,100	9,600
Joao Osorio	11,901	95,584	107,485	Aalesund	5,675	2,850	8,525
Nordisk & Co.	106,580	14	106,594	Huelva	3,902	4,083	7,985
Ernesto Whitaker & Co.	100,364	5,751	106,115	Santander	2,475	5,375	7,850
McLaughlin & Co.	47,149	35,538	82,687	Montevideo	2,392	3,886	6,278
Delboli & Co.	45,714	29,586	75,300	Stavanger	2,250	3,950	6,200
Cia. Nacional de Cafe	3,402	68,544	73,946	Caliz	2,595	2,694	5,289
Soc. Anonyma Martindelli	55,188	13,753	68,941	Portland, Ore.	2,500	2,250	4,750
J. Siebye	57,006	57,006	Valparaiso	150	4,400	4,550
George W. Ennor	32,073	21,561	53,634	Liverpool	1,501	3,000	4,501
Nossack & Co.	34,550	14,483	48,933	Lisbon	3,801	301	4,102
Einea Malacuti & Co.	16,025	16,000	40,000	Port Said	2,000	2,000	4,000
A. Barcarat	16,025	25,184	41,809	Vigo	1,247	2,000	3,247
A. do Amaral & Co.	24,965	32,718	57,683	Christiansund	2,375	750	3,125
Dauch & Co.	24,965	4,506	29,471	Medula	270	2,792	3,062
Souza Queiroz, Lins & Co.	22,577	22,577	Tacoma, Wash.	1,500	1,250	2,750
Toledo Assumpcao & Co.	16,750	2,000	18,750	Valencia	1,250	1,404	2,654
Dauch & Co.	24,965	4,506	29,471	Gibraltar	125	2,095	2,220
Souza Queiroz, Lins & Co.	22,577	22,577	Arendal	250	1,875	2,125
Toledo Assumpcao & Co.	16,750	2,000	18,750	Giron	250	1,750	1,900
S. Paulo Coffee States Co., Ltd.	10,933	3,370	14,303	Bilbao	110	1,450	1,560
Froitas Lima Nogueira & Co.	11,821	1,900	13,721	Skien	750	750	1,500
Jesouroun Irmaos & Co.	10,250	10,250	Vancouver, B. C.	550	750	1,300
Zerrenner Bulow & Co.	7,276	2,800	10,076	Salonica	1,250	1,250
Venancio de Faria & Irmao	8,713	8,713	San Sebastian	1,025	1,025
Belli & Co.	3,752	4,544	8,296	Las Palmas	325	375	700
J. C. Mello & Co.	8,277	8,277	Alicante	250	375	625
A. J. Delange	6,255	6,255	Drammen	625	625
Companhia Puglisi	3,332	2,076	5,408	Punta Arenas	500	500
G. Tomaselli & Co.	676	1,193	1,869	Livorno	500	500
Companhia Krsche	4,273	4,273	Alger	500	500
Cia. Central de A. Geraes	4,250	4,250	Tacahuano	50	400	450
Cia. Paulista de A. Geraes	697	2,319	3,016	Avilez	125	250	375
Joao Jorge Figueireiro & Co.	2,495	104	2,599	Christiansund	252	252
Villas Boas & Co.	1,355	1,167	2,522	Victoria, B. C.	250	250
D'Orey & Co.	2,480	2,480	Palermo	125	125
Troncoso Hermanos	2,295	2,295	Lauvig	125	125
S. Jacobsen & Co.	1,650	1,650	Almeria	50	50
Cerquinho Rinaldo & Co.	1,081	461	1,542	Tunis	32	32
F. S. Hampshire & Co., Ltd.	1,250	1,250	Paris	2	2
E. Silveira & Co.	1,020	1,020	Consumption on board	614	802	1,416
Queiroz Ferreira Azevedo & Co.	1,000	1,000	Totals	6,981,837	4,379,251	11,361,088
Joao Procopio Irmaos & Co.	305	677	1,082	Rio and Coastwise	5,550	75,895	81,445
J. P. Silveira Cintra	101	515	616	Totals	6,990,387	4,455,146	11,445,533
Souza Queiroz Amaral & Co.	693	693				
Nogueira Irmao & Co.	500	500				
Cajado & Barbosa	470	470				
Oliveira Mello & Co.	350	3	353				
Soc. Anonyma Comm. "J. D. Martins"	300	300				
Eduardo Reis & Co.	298	298				
Brazilian Warrant Co., Ltd.	250	250				
Bento de Souza & Co.	155	79	234				
Ferreira Junior & Saraiva	50	56	106				
A. de Castro Prado	100	100				
Schmidt Frost & Co.	100	100				
Lara Campos Toledo & Co.	50	50				
Consumption on board	614	802	1,416				
Various	60,591	158,109	224,700				
Totals	6,990,387	4,455,146	11,445,533				

COCOA FROM PORTUGUESE COLONIES

Exports of cocoa from the Portuguese Island of Sao Thome and Principe amounted to 61,825,331 pounds in 1915 and 73,456,791 pounds in 1914 a decrease last year of 11,631,458 pounds. The re-exportation of the colonial cocoa from Lisbon to the United States was valued at \$751,582 in 1915 and \$1,467,641 in 1914.

THE PRACTICAL TEA MAN

¶ A Department devoted to the discussion of tea problems of importance to the trade, with the news of the tea packing and jobbing field. ¶ Subscribers' questions of general trade interest will be answered here free of charge.

ANOMALIES OF THE TEA LAW

The Tea Board Has the Power to Destroy Shipments Without Granting Importers a Hearing

MOST lawyers drink tea, if nothing stronger, says a writer in *Bench and Bar*, but few are familiar with the Tea Law, although it was the forerunner of much of the pure food legislation now on the books. Enacted in 1897, the Tea Law will be twenty years old next March. Although intended, apparently, as a pure food measure pure and simple, entitled "An Act to Prevent the Importation of Impure and Unwholesome Tea," and emphasizing throughout the requirements of "purity, quality and fitness for consumption," in construction and operation, the act has been given, erroneously perhaps, a much broader scope than this, and refinements, extensions and tests have crept in from time to time, not all of which have been calculated to further the purpose of the act, nor have they been uniformly approved by the courts. Thus, by the so-called "Read test," not recognized by the act but imposed by Treasury regulation, tea has been rejected for non-deleterious coloring, although it was actually superior in purity to the Government samples. But this practice was stopped by the courts in an action brought by Carter, Macy & Co., for a generation the leading and largest tea importers in the country. (See *Macy v. Browne*, 224 Fed. Rep. 359.)

TEA IMPORTERS HAVE NO REDRESS

The most peculiar thing about the Tea Law is that under its provisions, or as its language is construed, the importer or owner of tea may not be present when the Tea Board, otherwise called the Board of Tea Appeals, passes finally upon the issue of the rejection or acceptance of the tea as fit, or the reverse, for entry into the commerce of the country. In other words, when the port tea examiner has found that in his opinion tea offered for import is not up to a standard in purity, quality and fitness for consumption, and the importer has appealed to the Tea Board, composed of three members of the United States

Board of General Appraisers, who proceed *de novo* to test the tea, the importer is excluded from the room when his tea is submitted to the experts called in to advise the Board, although the result of the finding may be the destruction of the tea by the Government. This is an anomaly in our jurisprudence, which assures to a litigant, in all other cases, so far as we know, the right to be confronted by, and to cross-examine, the witnesses against him. The Supreme Court, however, has upheld the constitutionality of the act, although without commending its provisions, on the somewhat liberal ground that as Congress might have unconditionally excluded all tea from the commerce of the country, so it may admit it upon what conditions it elects to impose. (*Butterfield v. Stranahan*, 192 U. S. 479, 497.)

TEA BOARD DOES NOT EXAMINE SAMPLES

Another interesting question has recently arisen in connection with the Tea Law, in the case of *Macy v. Billings*, Collector of the Port of Boston, to restrain the defendant from the destruction of certain Orange Pekoe tea. This was also a Carter-Macy case, that firm having been, from the first, quick to resent and active to resist anything deemed unfair or unreasonable in the administration of the law. The point was there made that the members of the Tea Board did not in fact re-examine the tea samples, or have the examination conducted in their presence, but committed the matter entirely to employees and experts, adopting, perfunctorily, the conclusion reached. It is a familiar maxim, *Delegata potestas non potest delegare*. If such a delegation of functions were clearly established by the proof, it is difficult to see how a decision so reached could be sustained.

LIPTON MAKES LOSSES GOOD

A special cablegram to the *New York Times* advises that Sir Thomas Lipton, in fulfillment of the voluntary agreement into which he entered, has paid to Lipton's, Ltd., £247,812 (\$1,239,000) in cash to make good losses in capital which the company sustained.

THE PRACTICAL SPICE MAN

¶ A department containing matter of special interest to Spice Importers, Spice Grinders and Spice Dealers; also the news of the Spice Trade.

SPICE AND EXTRACT MERGER

Its Advantages and Disadvantages Discussed by Both Trades - Two Associations to Decide This Month Whether or Not to Consolidate

IN the July, 1916, issue of THE TEA AND COFFEE TRADE JOURNAL, telling the story of the annual meeting of the Flavoring Extract Manufacturers' Association, held at Atlantic City, and also in the August, 1916, issue, in the account of the annual meeting of the American Spice Trade Association, the proposal to amalgamate the two associations was discussed. It will be recalled that at the former meeting a resolution was passed authorizing the executive committee of the Extract Manufacturers' Association to confer with the executive committee of the Spice Trade Association with a view to effecting the consolidation. The reasons for the proposed change were stated in a resolution passed by the extract manufacturers, to the effect that the spice industry was akin to the extract industry, with the same problems confronting each, and as the objects of both organizations were practically the same it was considered advantageous to concentrate the work in one organization.

EXTRACT ASSOCIATION SEEKING "NEW BLOOD"

However, it has been stated that an important object of the consolidation was not mentioned in this resolution. One of the chief difficulties with which the Extract Manufacturers' Association has had to contend of late has been the lack of suitable men to take up the burden of filling the offices and conducting the association, the present officers and their predecessors feeling that they have done more than their share in carrying the organization along. It is now felt by many members of the Extract Manufacturers' Association that a merger with the Spice Trade Association will bring "new blood" into the organization, provide good material for officers and strengthen both organizations financially.

ADVANTAGES OF CONSOLIDATING

An officer of the American Spice Trade Association states that the best argument in favor of

the idea of consolidation is that in so far as the work of both organizations is the same, it could be done by one body, and would no doubt mean a saving of expense; also, that uniting the two bodies would make a larger organization, and consequently, the influence of the larger body would be greater.

A prominent member of the Extract Manufacturers' Association, when asked to express his views, said:

"As to how the amalgamation would benefit the members of the Spice Trade Association, the fact will be of interest: Our firm are manufacturers of spices, and have been for some years. While we do not claim to be large manufacturers, our output is enough to warrant us in getting all the benefit that can be had by joining an association of manufacturers engaged in the same line. We have been members of the Flavoring Extract Manufacturers' Association for the past seven years, and feel that the benefits have justified fully the expenditure of time and money. The extract trade in general has been raised to a higher level by the work of the association.

"We believe that most spice manufacturers are also extract manufacturers. Were we now members of the Spice Trade Association, we expect that we would be conscious of the same benefits that we derive from membership in the extract association.

"I see no good reason why one set of officers with a paid secretary could not conduct satisfactorily the affairs of the amalgamated body, and I see no objections to the getting together of the two associations."

MERGER OF NO BENEFIT TO SPICE IMPORTERS

While it is quite generally agreed in the trade that for a firm that grinds spices and manufactures extracts, and that now holds membership in both associations, the amalgamation would be of advantage; on the other hand, a portion of the membership of the Spice Trade Association is made up of distinctly spice importing houses, that do not grind spices, and these firms have nothing in common with manufacturers of extracts. It is difficult for many to see just wherein these importing interests would benefit by a consolidation. As a matter of fact, it has never been clear to many in the trade exactly why the first-hand spice houses and the grinders are identified with the same association, inasmuch as the problems of each differ to a considerable extent.

DECISION EXPECTED BEFORE OCTOBER 1

The conference committees of the Spice Trade Association and the Extract Manufacturers' Association, it is understood, will hold an executive session in New York during the early part of September, and will report the result of their conference back to their respective associations some time this month. In the account of the annual meeting of the Extract Manufacturers' Association in the July, 1916, issue of this journal, it was stated that the meeting adjourned to meet again at the Martinique Hotel, New York, not later than September 29, 1916, the present officers to hold over until then. At this adjourned meeting, therefore, it is expected that some decisive action will be taken. The Spice Trade Association, it is also understood, will hold a special meeting at about the same time to receive its conference committee's report and finally decide the matter.

SOUTH CAROLINA RED PEPPER CROP [SPECIAL CORRESPONDENCE]

WASHINGTON, D. C., Sept. 1, 1916.—Red pepper, according to a recent bulletin published by the Department of Agriculture, seems to offer one of the most promising fields for replacing an imported by a domestic article. In 1915, in South Carolina, 118 acres, yielding 152,000 pounds, were harvested. There is an indication that this year nearly 500 acres may be devoted to this crop. As one acre produces nearly 1,300 pounds, and our total imports in 1914 were only 8,829,487 pounds, it readily can be seen that a limited acreage would provide all the pepper this country ordinarily consumes.

There are hundreds of oils and spices which are imported and which it is possible for this country to produce for itself. We have been trading in and using about \$25,000,000 annually for various drugs, oils and condiments, and much of this money, it is thought, can be kept at home. The mistake made by most people who consider raising these crops in the United States, according to the Department, is that they consider them as staples, whereas the domestic demand for them is relatively small, and no foreign market has been developed for them by Americans.

THE MUSTARD MARKET

California brown mustard seed was quoted at 12 cents per pound, carload lots f. o. b. New York for August-September shipment. Sicily or French mustard seed for August-September shipment from Italy, was offering at 13½ cents. Shipments were made earlier in the season at about

DUTCH COFFEE AND SPICE EXPORTS

Coffee shipments from Rotterdam to the United States decreased from 112,004 pounds in 1914, valued at \$45,112, to no exports at all in 1915. Shipments of cocoa in 1914 were 90,214 pounds, worth \$9,070; but last year only 2,237 pounds, valued at \$672, came to this country.

Exports of spices from Rotterdam fell off very largely, as follows: Cassia, from 31,282 pounds in 1914, valued at \$10,521, to 5,033 pounds, worth \$495; cinnamon, from 28,047 pounds, value \$3,200, to *nil*; cloves, from 62,267 pounds, value \$19,538, to *nil*; mace, 22,054 pounds, value \$14,057, to *nil*; nutmegs, from 111,253 pounds, value \$31,504, in 1914, to 35,400 pounds, value \$4,135, in 1915; pepper, from 1,000,000 pounds in 1914, worth \$332,702, to only 77,269 pounds in 1915, valued at \$9,140.

Exports of coffee from Amsterdam to this country fell from \$975,374 worth in 1914 to \$133,838 last year; cocoa shipments decreased from \$564,973 to \$346,011; tea, from \$51,003 to only \$4,867, and spices from \$495,452 in 1914 to \$89,690 in value in 1915.

WANT ALCOHOL TAX REDUCED

Some time ago the executive committee of the Flavoring Extract Manufacturers' Association authorized a movement to secure from Congress a reduction in the tax on alcohol used for manufacturing flavoring extracts from \$1.10 per proof gallon to 55 cents a proof gallon. In furtherance of this authorization, Congressman Frederick H. Gillett, of Massachusetts, introduced a bill which is now pending before Congress.

Dr. Samuel H. Baer, of the association, has mailed to each Senator a letter, in which he states that lemon extract requires 85 per cent alcohol and vanilla extract 50 per cent, and that a reduction in the alcohol tax is necessary in order to keep down the prices of extracts to the consumer, and at the same time make a fair manufacturing profit.

SHANGHAI TEA ASSOCIATION

Chinese tea merchants in Shanghai are planning the organization of a tea association at that port whose purpose shall be to standardize and improve the grades of tea exported to foreign countries. This organization will be based on suggestions made by Chen Chi, superintendent of the Chinese department in the Panama Exposition. Chen Chi has advised tea merchants that under proper organization Chinese tea can regain the position it held in the American market before it was displaced by India and Ceylon tea.

THE PRACTICAL EXTRACT MAKER

¶ A department devoted to interests of manufacturers of Flavoring Extracts, Perfumes and Toilet Preparations.

EXTRACT STANDARDS

Present Methods of Arriving at Flavoring Extract Decisions Should Be Supplemented by Further Study and Research*

By WILLIAM FREAR

Vice-Director and Experiment Station Chemist of the Pennsylvania State College, Pennsylvania

AS a food analyst I found that the laws applied to both natural and manufactured products, and that the people had come to expect rather definite things to be delivered when bought under certain names. Here was the compass which must guide the standard makers' steps.

It must, however, be conceded that, as a class, manufactured preparations offered the greater difficulty of decision as to the points through which the minimum line was to pass, although some of the simple substances, such as salt and sugar, for example, were easily limited. In other cases, such as that of sweetened condensed milk, there was comparatively narrow divergence in the concentration of the manufactured product.

With regard to flavoring extracts, matters were not so simple. Still, the character of the distinctions required was more or less fully indicated by the great volume of public criticism relative to certain phases of the trade developments in these products. It was obvious, also, from the uses to which they were put, that they must not only themselves be characterized by the flavors corresponding to their several names, but they must carry the flavoring bodies in such concentration that a relatively small volume would suffice to impart the distinctive flavor quite perceptibly to a large mass of the food in whose preparation they were employed.

CONCENTRATION PROPOSALS NOT "ARBITRARY"

These facts, together with the historic facts as to the origin of these preparations, led to the adoption as a primary proposal of the concentrations stated in the Pharmacopeia and National

Formulary for the flavoring preparations made by dissolving essential oils in alcohol and for other similar preparations not there named; and also for vanilla extract. This primary proposal was followed up by direct test, though not of the broadest range, of extracts made from pure essential oils, and also by submission of the proposals to the trade and to food experts for suggestion. The majority of opinions expressed were favorable to the proposals, so far as concentration is concerned. Under the circumstances, the denunciation of the concentration proposals as "arbitrary" is hardly justifiable, it seems to me, in view of the deliberation and wide consultation with which the decision was reached, although the indication of any particular concentration out of the wide range possible was, of course, "arbitrary" in the sense that it was a matter of judgment, just as the fixing of the gold content of the legal gold dollar is arbitrary. As a matter of common sense, the limit had to be somewhere between the points at which, on the one hand, a drop must be split to avoid over-flavoring the food, and, on the other, so much dilute flavor must be used that the cost of its bottle and of its distribution far outran the market value of the material itself. You will well recall the criticisms of a decade ago that arose from the use of the descriptive terms "concentrated extract," "double strength" or "triple extract" for flavoring preparations of the mildest character.

BETTER METHODS AND MORE STUDY NEEDED

If the tendencies toward over-dilution were discouraged by the concentration standards adopted, steps were taken at the same time to protect you in the quality of your raw materials by fixing standards for the essential oils. It is true that the then existing chemical methods were not entirely suited to the task, and that the limits used for many of the oils were not based directly upon the quantity present of the chief flavoring constituent. With the perception of the need for improvement in methods and in the detailed study of these interesting plant products, has come a great addition to the delicacy of our methods and to our knowledge.

* Address delivered at the convention of the National Association of Flavoring Extract Manufacturers, Atlantic City, June 29, 1916.

You will recall, also, that the schedule of standards for flavoring extracts gave distinct recognition to preparations of the so-called "terpene" class, for which there appeared to be a distinct use, and thus cleared away some of the difficulties which previously beset the path of even the use of such preparations. On the other hand, nothing at all was expressed concerning the wholly artificial ester products used to imitate natural flavors.

If you will consider the range of possible imitations—some more, some less successful—and the various characters of their composition, you will perhaps perceive why this "sea of difficulties" was avoided. Indeed, when the sign "imitation" is placed on the package, the buyer ought to be regarded as well warned against anything but caution; and, in all fairness, I should add that I do not know of many imitations that deserve the use of that strong word.

EXTRACT MANUFACTURING

A Series of Articles Dealing with Various Phases of the Extract Business, Designed to Benefit Both Manufacturer and Distributor

BY HENRY I. ROSNER
New York

No. 7—SIMPLE VANILLA TESTS

THE following tests are suggested for their simplicity. These tests, however, will not be of value in determining whether a pure vanilla is adulterated. They merely indicate whether a sample either contains pure extract or is an artificial product exclusively.

THE TESTS FOR PURITY

1. Place about 1 ounce of the sample to be tested in an evaporating dish. Heat on water bath until at least half of the liquid has evaporated. When cool add cold water to make up the original volume. This test is based upon the fact that when the alcohol is driven off from pure vanilla the residue is the solids from the vanillin, which are practically insoluble in water. Pure vanilla extract, with this test, will be of a brownish, cloudy, dirty color, whereas a straight artificial extract will remain bright and clear.

2. Add a small quantity of sugar of lead solution to some extract of vanilla. True vanilla extract will give a copious brown precipitate and a pale yellowish liquid, while upon the artificial extract the lead solution has but little effect, and there is but a slight discoloration.

THE TEST FOR ARTIFICIAL COLORING

3. The color of the foam produced in shaking an extract is an indication of whether the product contains sugar color. In the artificially colored extract the bubbles will retain their bright caramel color until the last ones disappear, while in the pure extract the bubbles are much lighter in color.

THE TEST FOR SPECIFIC GRAVITY

In vanilla extract that is pure the specific gravity is of little or no value unless the extract is prepared without sugar or glycerine. This simple statement is given because quite a number of large consumers of extract subject each lot to the specific gravity tests, and complain of variations in standards.

Specific gravity is an indication of solid content. In vanilla extract the solid content could be increased or decreased by more or less sugar or glycerine, consequently in the examination of vanilla the resin content must be determined only after the removal of the sugar or glycerine.

The process is simple, but involves use of apparatus not generally found in laboratories of manufacturers, hence it need not be discussed here.

NEWS OF THE EXTRACT TRADE

Five hundred employees of McCormick & Co., spice millers and flavoring extract manufacturers, Baltimore, had a picnic at Miller's Park, Dundalk, Baltimore County, July 22.

Xavier Dietlin, of Dietlin & Co., New York, vanilla bean importers, returned to New York, July 31, on the *Rochambeau*, from a three months' stay in France and Switzerland.

Julian W. Lyon, known in the essential oil trade, has opened an office at 99 Beekman street, New York, as a broker and commission merchant in essential oil, synthetics, vanilla beans, olive oil, etc. Mr. Lyon was associated with Rockhill & Victor for several years.

Burton T. Bush, of the Antoine Chris Company, New York, has returned from France.

Flames and water caused a loss of about \$100,000 to the plant and stock of the Clawson Company, spice and extract manufacturers, 240 Chestnut street, Philadelphia, August 10. The stock of spices and vanilla in the building was practically a complete loss, according to Lewis F. Clawson, vice-president.

G. W. Guidi & Co., Inc., Manhattan, New York City, to do a general flavoring extract business, capital \$25,000, has been incorporated by G. Guidi, 304 Cornelia street, Brooklyn; A. R. Davout, 271 West 124th street, New York; B. Lupia, 23 Webster avenue, Glendale, L. I., N. Y.

THE WHOLESALE GROCER

¶ A department devoted to matters of special interest to wholesale grocers packing cocoa, rice, olives, olive oil, preserves, jams and condiments, in addition to teas, coffee and spices.

JOBBER-RETAILER PLAN BEST

Offers Greater Economy and Efficiency Than Mail-Order and Pedler Methods

By JENNIS ROBERSON
Terrell, Tex.

MOST any reputable retail merchant can and does sell coffees and teas cheaper than any pedler or mail-order house. If the merchant depended upon these lines alone he could not remain in business, because there isn't enough profit when good goods are given. By making a little profit on each of hundreds of other lines the merchant is enabled to handle each on a smaller margin than otherwise.

It is all bunco about the big foreign houses being able to sell goods so much cheaper than retail merchants. In their case there are as many middlemen and twice as much red tape and accounting expense charged against goods as in the case of a given item coming from the retailer. Practically all of the great manufacturing institutions of America, whose resources are unlimited, have figured that the most economical method of reaching the American home is through the jobber and retailer.

WHY THE JOBBER-RETAILER PLAN SAVES MONEY

There are thousands of these manufacturers in our country, yet one wholesaler handles all their lines, thus doing it for less than if each maker had to maintain his own agent on the ground. One jobber in Terrell handles practically all these lines. Suppose each big manufacturer had to have his own salesman here. What do you suppose the overhead expense would be? As it is, under the retailer-jobber plan nearly all these goods are ordered by wire or letter in car lots or train lots through central brokers, and thousands of dollars in freights and selling expenses are saved. No concern which ships small lots of goods through irregular channels and sends men around to your door to sell small items can ever make cheap rates. The salesmen and overhead expenses cost more than the goods themselves.

If you think the retailer-jobber system of dis-

tribution is cumbersome or expensive, let me give you an illustration. Do you know that in many cases you could not afford to pay the freight charges from the point of origin if the goods themselves were to be given to you? If a friend in California were to give you a sack of potatoes your transportation costs would then be more than it would cost you to buy at any store.

EXPRESSAGE MORE THAN THE RETAIL PRICE

Last Christmas our bookkeeper received from an uncle living in Florida a gift box of oranges but the express charges were \$5.80, and at the very time we were selling oranges at \$3.25 and \$3.50 per box. In the case of the oranges we were selling, the grower had received his part, the railroad its part, and the jobber and retailer each a small profit. You could not afford to pay the transportation costs on a case of canned goods from Baltimore to Terrell if the packer up there gave it to you. Do you think our system is bad?

Now, it is a fact that some mail-order houses do make cheap rates on some items sometimes, but then you are getting a cheaper grade than you are accustomed to, and when the freight or express charges are added it usually figures out about the same as the merchant would have charged. The pedler never makes cheap rates, and he and the premium man generally have to practice some kind of a scheme of deception to get by.

If these fellows sold goods so much cheaper than any one else it would not be necessary for them to employ men and wagons nor to argue their cases before the housewife for a small order. They could sell in \$10,000 lots to big jobbers, who would pay them through their banks, and it would not be necessary to send a salesman or a collector to get the money.

COCOA FOR THE NAVY

WASHINGTON, D. C., Aug. 22, 1916.—Bids were opened to-day by the Bureau of Supplies and Accounts, Navy Department, for furnishing 600 14-pound cans of best quality breakfast cocoa for the Brooklyn navy yard. The bids were from the Hershey Chocolate Company, Hershey, Pa., at

1915; William M. Lowney, Boston, at \$6825; Hinchcliff Sons Company, New York, at \$65410; C. P. Comerford Company, Lowell, Mass., at \$1265; Hayler's, New York, at \$68, and Ambrosia Chocolate Company, Milwaukee, at \$6725.

CREDIT MEN VS. FALSE BANKRUPTS

Twenty-five thousand dollars have been raised by the National Association of Credit Men for the purpose of investigating and prosecuting fraudulent bankrupts, according to a report made at the recent convention of the organization. An aggressive campaign against this class of commercial crookedness will be inaugurated.

GROCERY TRADE DIGEST

¶ The most important news happenings of the month boiled down for busy readers.

AMENDED COMPLAINT AGAINST SHREDDED WHEAT

The Federal Trade Commission has set September 14, 1916, at Buffalo, for the hearing in the case of the Ross Food Company against the Shredded Wheat Company. The Commission has filed an amended complaint against the Shredded Wheat Company.

GIRARD GROCERY COMPANY EARNED 19 PER CENT

The Girard Grocery Company, co-operative wholesale grocer, Philadelphia, the stockholders of which are local retail grocers, has made its annual report, showing that the past year's business amounted to \$2,421,000, an increase of \$400,000 over the year before. The company made 19 per cent on its capital of \$200,000, but declared a dividend of only 8 per cent, placing the remainder in its surplus.

ANOTHER KELLOGG SUIT

Dr. J. H. Kellogg, Battle Creek, has instituted another suit involving the right to the name "Kellogg's," as used by himself, his brother, W. K. Kellogg, and his nephew, J. L. Kellogg. The suit seeks to have the latter individuals restrained from shipping corn flakes outside the United States, from selling toasted bran flakes under the name of "Kellogg," from bringing harassing suits in other States, from using the secret processes of making foods devised by Dr. Kellogg, and also asks for an accounting of the profits made from the business and seeks damages.

CREAM OF WHEAT GETS INJUNCTION

The Cream of Wheat Company has been granted a permanent injunction and an award of damages against certain retailers in Los Angeles and vicinity who had been supplying customers with middlings in bulk when Cream of Wheat was called for.

FOOD COMMISSIONER LADD SUED

Food Commissioner Ladd, of North Dakota, has been sued for \$100,000 damages by the Calumet Baking Powder Company, Chicago. This is an outcome of the controversy over the use of albumen in baking powder. Prof. Ladd has been one of the leaders of the opposition to albumenized powders, and the Calumet Company claims that he has misused his official position and damaged its business thereby.

FINED FOR SELLING WRAPPER AT HAM PRICES

Swift & Co. were recently fined \$100 in a Yonkers, N. Y., court for selling the wrapper of a "Swift's Premium" ham at the rate of 22 cents a pound, the price charged for the meat. The ham, according to City Sealer John D. Eylers, of Yonkers, weighed 11 pounds 6 ounces, and the paper container weighed 6 ounces, and it was charged that Swift & Co. had received 8 cents for the wrapper. The New York State law provides that the net weight of the ham must be stamped on the container, and that the consumer must not be made to pay meat prices for paper containers. The packer's defense was that "Swift's Premium" hams are in a class apart from ordinary meats, and that the buyer, when purchasing, knew that he was paying meat prices for the paper wrappers.

A few weeks ago, it is stated, Armour & Co. were fined for a similar violation of the State law. The Armour case is now pending in the New York Court of Appeals, and it is said that Swift will also appeal its case to the highest court.

FIGHTING FOR THEIR PLACE IN THE "SUN"

Depositions have been taken at Fresno, Cal., in the case of the J. K. Armsby Company against the California Associated Raisin Company, seeking an injunction against the use of the "Sun-Maid" label on raisins and also money damages. Suit was filed by the Armsby Company several weeks ago in the New York Federal Court and the case will be tried there. The Armsby Company claims an infringement on its brand, "Sun-Kist," used on raisins and other dried fruits.

The Armist Company states that the Associated Raisin Company has not registered the name "Sun-Maid" as a brand for raisins, but only the design used in the latter brand.

LIBBY-McNEIL IN BIG ALASKA SALMON DEAL

Libby, McNeil & Libby, Chicago packers, are reported to have paid down \$200,000 as part purchase price on the North Alaska Salmon Company property of San Francisco, a \$600,000 corporation, the deal to be completed on October 1, after this year's salmon pack shall have been made.

BIG NEW HEINZ PLANT IN LONDON

The H. J. Heinz Company is reported to have purchased 700 feet frontage on the Thames River, London, and will shortly commence the erection of a modern pickling and preserving plant to take care of its increasing business in Great Britain. Eighteen years ago the company entered the English market. In 1896 the traveling force was increased to fifty men, covering the British Isles, all manufacturing being done at Pittsburg. The business, however, grew to such an extent that the company commenced manufacturing in London, taking over the old Batty pickling and preserving business. But years of hard work were required to build up a business in the food products bearing the American name among the conservative English people.

WADHAM & CO., INC., WINS ALCOHOL SUIT

Circuit Judge Morrow rendered a decision in Portland, Ore., recently, overruling the demurrer to the complaint in the suit of Wadhams & Co., Inc., wholesale grocer, against the San Francisco-Portland Steamship Company, which the district attorney announces puts Oregon's prohibition law out of business. Wadhams & Co. ordered a shipment of alcohol in barrels to be used in the manufacture of flavoring extracts. The steamship company refused to transport it, claiming it would be a violation of Oregon's prohibition law to land it in that State. Judge Morrow holds the law is in violation of the inter-state commerce clause of the Federal Constitution.

ANNUAL GROCERY SALES IN U. S. SIX BILLIONS

"About \$5,000,000,000 of trade passes through the retail channels of the grocery business, which, with the amount of produce sold by the farmers in the country and in the small villages, aggregates \$6,000,000,000," was a statement made by a representative of the merchandising research

bureau of the Curtis Publishing Company, who addressed the retail division of the Madison (Wis.) Board of Commerce recently. That amount, he said, is twice that of the clothing business, and six or eight times that of the automobile business.

GROCERY FAILURES INCREASE

R. G. Dun & Co.'s figures for the second quarter of 1916 show 870 failures in the grocery line as compared with 856 for the same period in 1915. In other lines there was a decrease of about 25 per cent.

UKERS' BUYER'S GUIDE

Excerpts from Complimentary Letters Received from Buyers in All Parts of the Country

MANY congratulatory letters upon the fourth edition of UKERS' TEA AND COFFEE BUYER'S GUIDE have reached the publishers from buyers in the tea, coffee and general grocery trades in all parts of the country. Here follow pertinent comments from some of the more notable letters received:

"A very useful reference book."—Young Bros., Inc., Seattle, Wash.

"A very handy book."—The Morcy Mercantile Company, Denver, Col.

"It contains a great deal of information which is very much appreciated."—Norton & Curd Company, Louisville, Ky.

"A very complete publication."—A. B. Gates, Inc., Climax Coffee & Baking Powder Company, Indianapolis, Ind.

"The new Guide is a material improvement over any preceding issue."—E. R. Rogers, Inc., Rogers Company, Tacoma, Wash.

"'Chuck full' of the most valuable information for all engaged in the tea, coffee and kindred lines."—Moroni J. Thomas, manufacturers' and importers' agent, Salt Lake City.

VALUABLE INFORMATION

"UKERS' TEA AND COFFEE BUYER'S GUIDE contains a remarkable amount of valuable information. I can assure you it will be put to excellent use in our business."—Lee G. Zinsmeister, Zinsmeister Coffee & Spice Company, Louisville, Ky.

COMMENDS THE PAPER TO GROCERS

THE PAUL GROCERY COMPANY, INC., 738 Jefferson Avenue, Washington, Pa., writes: "We have been receiving your TEA AND COFFEE TRADE JOURNAL regularly for the past five or six months. We appreciate very much the variety of articles that appear in it from time to time, and would not hesitate to recommend the paper to any grocer or dealer in the grocery line."

PURE FOOD DIGEST

Notices of Judgments Issued During the Month by the Department of Agriculture

WASHINGTON, D. C., Sept. 1, 1916.

THE United States Department of Agriculture has recently issued the following notices of judgment:

ADULTERATION OF WHOLE JAPAN GINGER

253. U. S. v. 25 bags of whole Japan ginger. Default decree of condemnation, forfeiture and destruction.

This refers to a libel for the seizure and condemnation of 25 bags of whole Japan ginger remaining unsold in the original unbroken packages at Baltimore, Md., to which they had been shipped from the State of New York. Adulteration was charged because the product consisted of whole or part of a filthy, putrid and decomposed vegetable matter, and was colored, powdered and coated with chalk or some similar substance in a manner whereby damage or inferiority was concealed. On September 27, 1915, no claimer having appeared for the property, judgment of condemnation and forfeiture was entered, and the court ordered the product destroyed.

ADULTERATION AND MISBRANDING OF COFFEE

473. U. S. v. Christos P. Nicholoulas (Greek-Arabian Coffee Company). Plea of guilty. Fine, \$15.

On September 22, 1915, the United States attorney for the Southern District of New York, acting upon a report by the Secretary of Agriculture, filed an information against Christos P. Nicholoulas, trading as the Greek-Arabian Coffee Company, New York, alleging the sale by him on June 21, 1913, under a guaranty of the Food and Drugs Act, of a quantity of coffee which was an adulterated and misbranded article of food. In July, 1913, the goods were shipped from the State of New York into the State of New York. The product was labeled "King Othon Coffee Three Kinds Beans, Ground and Pulverized Turkish Style, Packed Airtight in Tin Cans by the Greek-Arabian Coffee Company, New York, S. A. Greek-Arabian Coffee Company, Cream Mocha trade mark, Absolutely Pure, Guaranteed Pure, Greek-Arabian Coffee Company under the Food and Drugs Act, June 30, 1906. Serial No. 1955." (Statements in Greek and picture of man in Greek costume.) Examination of a sample showed it to be principally, if not entirely, Santos. Adulteration was charged because the article was a mixture of coffees other than Mocha, and

had been substituted, in whole or in part, for cream Mocha. Misbranding was charged because the article contained little, if any, Mocha; also, because the article was labeled "Absolutely Pure," whereas it was not pure Mocha. On September 28, 1915, the defendant entered a plea of guilty to the information, and the court imposed a fine of \$15.

BOOKS RECEIVED

Brief Reviews of Some of the Business Publications Coming to the Editor's Desk

BELOW will be found brief comments on recent business books sent to the editor for review. It is the aim of this department to present such a digest of contents in each case that busy men can tell quickly if they are interested.

A COCOA HANDBOOK

COCOA AND CHOCOLATE. Their Chemistry and Manufacture. By R. Whympere. Philadelphia, P. Blakiston's Son & Co. 327 pages. Cloth, \$5.00 net.

This work provides a standard book of reference, dealing with cacao from seed to consumer. Every phase of the cacao industry is carefully described and illustrated, so that the changes which occur during fermentation, drying, roasting, etc., may be followed. The most recent methods of analysis have been discussed, and the author has recommended only those which he himself found gave accurate and consistent results. The volume is divided into three parts: Part 1—History, Botany and Agriculture of Cacao. Part 2—Manufacture of Chocolates and Cocoa Powders. Part 3—Chemistry of Cacao. The last four chapters are devoted to an elaborate critical survey of the microscopical and chemical examination of the beans and the products made from them. The book is well illustrated, the pictures being a valuable feature of the work. Besides the frontispiece, "Cacao Pods," there are 12 full-page plates, showing conditions under which the tree is cultivated, and 19 "Figures," the latter being chiefly of machinery used in manufacturing processes.

The food chemist will find in this work a great deal of technologic and analytic data and the manufacturer, much helpful and interesting information.

HOW TO WRITE LETTERS

HOW TO WRITE BUSINESS LETTERS. By Walter K. Smart, in collaboration with the editorial staff of *System*. Chicago, The A. W. Shaw Company. 160 pages. 75 cents.

Many specimen letters are reproduced in this

work, also, the principles and rules governing correct letter writing, based on the experience of many of the country's largest and most enterprising business houses.

As each type of business letter is taken up the reader is shown how to construct it paragraph by paragraph. As he works out these paragraphs the correspondent can compare them with actual models which have sold goods, adjusted difficult complaints, collected slow accounts, and handled, efficiently, the various problems of a business.

In the earlier editions of the book, issued under the title "How to Write Letters That Win," twelve hundred business letters were discussed. More than nineteen hundred letters have been considered in this new reconstructed volume. To those who are interested in a brief and practical discussion of the subject of business correspondence, this book should prove helpful.

OPPORTUNITIES IN LATIN AMERICA

THE YOUNG MAN'S CHANCES IN SOUTH AND CENTRAL AMERICA. By William A. Reid. Introduction by Director-General Barrett, of the Pan-American Union. Washington, D. C. Southern Commercial Congress. 173 pages. \$1.00.

For the young man who has not yet visited the republics to the south of us, and looked the ground over himself, but who wishes to get acquainted with industrial, commercial and professional conditions there, this book will prove counselor and friend. It depicts opportunities, advantages and disadvantages in many lines of business and in the professions. It gives the names of two hundred United States corporations engaged in enterprises all over Latin America, many of which offer employment to young men.

CARTER-MACY CASE ARGUMENT

The suit of Carter, Macy & Co., New York tea importers, against Edmund Billings, collector of customs at Boston, seeking to restrain the collector from destroying a shipment of tea from Colombo, Ceylon, which the examiners have declared is below standard, came up for argument on July 8 before Judge Dodge in the United States District Court at Boston.

Carter, Macy & Co. contended that the samples sent from Boston to the Tea Board in New York became mixed with other samples, and that the board's practice in engaging tea experts is against the statute. The Government claimed that it did not delegate the board's power, but simply was guided by the advice of the experts. The judge took the case under advisement.

WHO'S WHO IN THE TRADE

An Appreciation of George W. Caswell, President of the George W. Caswell Company, San Francisco

WHEN the Secretary of the Treasury announced the appointment of the United States Board of Tea Experts for 1916 it was noted that the only change on the board from last year was the selection of George W. Caswell, of San Francisco, who succeeded Charles E. Platt, of that city. Every one who knows Mr. Caswell agreed that the Secretary's choice was a wise one, for Mr. Caswell has a knowledge of teas born of an active and wide experience in the tea business for many years, and, furthermore, he was a member of the Tea Board for three consecutive years, beginning 1907.

Mr. Caswell was born in 1864 in San Francisco, where he received his elementary education in the public schools and prepared for Harvard at the Urban Academy. In 1885 he started in the retail tea and coffee business in his home city, under his own name, but about 1898 branched out into the wholesale field. The business was incorporated in 1901 as the George W. Caswell Company, and the retail trade was gradually dropped until the business became entirely wholesale, and now embraces that of importing and packing teas and coffees, coffee roasting and the manufacturing of baking powders, spices, extracts, etc.

In 1902 the Caswell Company took over the brands and traveling organization of Lievre, Frick & Co., an old-established tea and coffee house which went into dissolution of co-partnership. Mr. Caswell is one of the prominent figures in the trade, particularly on the Pacific Coast where the firm of which he is the president makes its headquarters.

PRICE MAINTENANCE HEARINGS

Secretary Whittier, of the American Fair Trade League, has announced that, immediately upon the reconvening of Congress in the autumn, hearings will be resumed by the House Committee on the Stephens price maintenance bill, with a view of reporting a measure to that body.

A GOOD TWO-DOLLAR INVESTMENT

MANHATTAN COFFEE MILLS, INC., 618 Pennsylvania avenue, N. W., Washington, D. C., writes: "Enclosed we hand you our check for \$2.00, renewing our subscription to THE TEA AND COFFEE TRADE JOURNAL. We consider this sum well invested, as we are more than amply repaid by the splendid general news you give relative to coffee and tea."

PATENT AND TRADE MARK SERVICE

¶ A Department giving the latest information from the United States Patent Office on patents and trade marks. ¶ Subscribers and advertisers may consult this bureau without charge except that postage for reply must accompany all inquiries; there are no fees for trade mark searches.

(Address all communications Patent and Trade Mark Service, THE TEA AND COFFEE TRADE JOURNAL)

PATENT OFFICE RECORD

Patents Granted, Applications Made for Trade-Mark Registration, Certificates Issued, and Labels and Prints Registered—Renewals and Cancellations of the Month

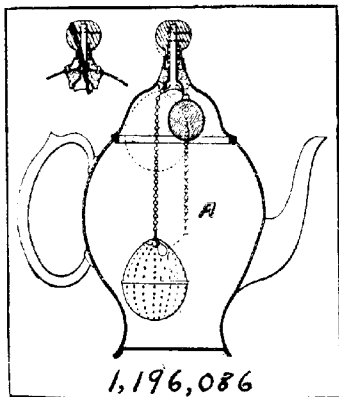
[SPECIAL CORRESPONDENCE]

WASHINGTON, D. C., Sept. 1, 1916.

HERE follows a complete record of the activities of the United States Patent Office during the month of August, in so far as they apply to the tea, coffee, spice and general grocery trade:

PATENT GRANTED

1,196,086. Tea and Coffee Pot. Irwin W. Cox, Washington, D. C.—An attachment for tea pots



PATENT RECENTLY GRANTED OF INTEREST TO THE TEA AND COFFEE TRADE

and similar receptacles comprising a cover member, a knob for lifting same, a tea ball, a raising device permitting lowering of the tea ball from cover and tending normally when released to raise the ball, the knob being arranged normally to hold the ball in adjusted position and to permit raising the ball when desired. (Illustrated.)

TRADE MARKS REGISTERED

Here is a list of trade marks which have been registered and for which certificates have been issued:

"Father John" and picture of the founder of Johnstown, Pa. Trade Mark No. 111,735. Owner, Johnstown Grocery Co., Johnstown, Pa. Used on mustard. First use, Jan. 24, 1910.

"Radiant." Trade Mark No. 111,730. Owner, C. D. Kenny Co., Baltimore. Used on coffee. First use, February 9, 1910.

"White Summit." Trade Mark No. 111,730. Owner, Landers-Harber Co., Philipsburg, Pa. Used on mustard, vinegar, cocoa, horseradish, peanut butter and other food products. First use, June 30, 1914. Registered Aug. 1, 1916.

"Am-Pe-Co." Trade Mark No. 111,781. Owner, The American Peanut Corporation, Norfolk, Va. Used on peanut butter and peanuts. First use, 1911.

"T. & A." Trade Mark No. 111,785. Owner, Charles A. Borst, Kingston, N. Y. Used on tea, coffee, mayonnaise, peanut butter and other food products. First use, Dec. 1, 1914.

"Fontenelle." Trade Mark No. 111,813. Owner, General Mercantile Co., Omaha. Used on olive oil, vinegar, chow-chow, horseradish, tomato catsup, Worcester sauce, chili sauce, prepared mustard, salad dressing, popcorn, salted peanuts, nuts, peanut butter and other food products. First use, Oct. 13, 1915.

"Sol" and conventional representation of a rayed sun. Trade Mark No. 111,886. Owner, Graham, Hinkley & Co., New York. Used on green coffee. First use, March 1, 1916.

Registered Aug. 8, 1916.

"Carnation." Trade Mark No. 111,963. Owner, Pacific Coast Salt Co., San Francisco. Used on salt. First use, Feb. 23, 1916.

Representation of a red coffee pot. Trade Mark No. 111,991. Owner, Acme Coffee Co., Ft. Worth, Tex. Used on coffee. First use, March 11, 1912.

Picture of a small boy dressed as a Mexican. Trade Mark No. 112,002. Owner, W. A. Dye, Wichita, Kan. Used on a chili mixture. First use, December, 1907. Registered Aug. 15, 1916.

"Boardman's" and design. Trade Mark No. 112,039. Owner, The Wm. Boardman & Sons

Co., Hartford, Conn. Used on coffee. First use, March 1, 1916.

"Ra Mo." Trade Mark No. 112,042. Owner, N. Landon Burchell, Washington, D. C. Used on coffee. First use, March 10, 1916.

"Hermitage" and picture of a hermitage in the mountains. Trade Mark No. 112,050. Owner, The Hermitage Olive Oil Co., New York. Used on olive oil. First use, March, 1881.

"Olea" and figure of a woman. Trade Mark No. 112,061. Owner, O. L. E. A. Olivicoltori Liguri Esportatori Associati, of Onegia, Italy. Used on olive oil. First use, June, 1915.

"Sandow's" and portrait of Eugen Sandow. Owner, Sandow's Cocoa & Chocolate Co., Ltd., London, England. Used on cocoa. First use, May 5, 1913.

"Uzar." Trade Mark No. 112,077. Owner, Stone-Ordean-Wells Co., Duluth. Used on peanut butter, flavoring extracts for foods, and spices. First use, April 17, 1916.

"E-Z Seal." Trade Mark No. 112,143. Owner, Scoville, Brown & Co., Wellsville, N. Y. Used on coffee and cocoa. First use, March 10, 1916.

"College Blend." Trade Mark No. 112,144. Owner, Stenwenter-Stoffregen Coffee Co., St. Louis. Used on roasted coffee. First use, Nov. 3, 1906.

"Doyle's" and horseshoe enclosed in a triangle. Trade Mark No. 112,171. Owner, The John T. Doyle Co., New Haven, Conn. Used on catsup, cider, vinegar, mustard, chilli sauce, mustard relish, Creole relish, India relish, Worcestershire sauce, celery salt and other food products. First use, 1894.

"Waxtite." Trade Mark No. 112,193. Owner, Kellogg Toasted Corn Flake Co., Battle Creek, Mich. Used on baking soda. First use, Jan. 8, 1914.

"Steeplechase." Trade Mark No. 112,194. Owner, C. D. Kenny Co., Baltimore, Md. Used on coffee. First use, March 25, 1916.

"Wild Flower" and picture of wild roses. Trade Mark No. 112,201. Owner, The H. D. Lee Mercantile Co., Salina, Kan., and Kansas City, Mo. Used on baking powder and bluing. First use, March, 1891.

Registered Aug. 22, 1916.

"Chil-Rika." Trade Mark No. 112,249. Owner, C. F. Blanke Tea & Coffee Co., St. Louis. Used on seasoning.

"Prime." Trade Mark No. 112,254. Owner, Abraham Cohen, Cambridge, Mass. Used on tea, coffee, cocoa, macaroni, vermicelli, spices and cornstarch.

"O. K." Trade Mark No. 112,257. Owner, The C. L. Cotton Perfume & Extract Co., Earlville, N. Y. Used on black pepper, cayenne pepper, cinnamon, Jamaica ginger, ginger root, cloves, allspice, sage, savory, thyme, marjoram, mace, nutmeg, paprika and turmeric.

"Keystone" with figure of a keystone. Trade Mark No. 112,258. Owner, The C. L. Cotton Perfume & Extract Co., Earlville, N. Y. Used on vanilla flavoring and lemon flavoring for food purposes.

"Old Mission" and figure of building. Trade Mark No. 112,268. Owner, Fort Smith Coffee

Co., Fort Smith, Ark. Used on roasted coffee.

"Silex." Trade Mark No. 112,292. Owner, George W. Loggie, Boston. Used on coffee.

"Honor." Trade Mark No. 112,301. Owner, Mulkey Salt Co., Detroit. Used on salt.

"Advance" with a circular design. Trade Mark No. 112,322. Owner, Sherer-Gillett Co., Chicago. Used on cloves, allspice, cinnamon, pepper, white pepper, red pepper, ginger, nutmeg, mustard, prepared mustard, olive oil, cottonseed salad oil, vinegar, olives, peanut butter, lemon extract and vanilla extract for foods, cornstarch, desert jelly, macaroni, spaghetti and tapioca.

"Waldorf-Astoria." Trade Mark No. 112,427. Owner, The Waldorf-Astoria Importation Co., New York. Used on coffee.

Registered Aug. 29, 1916.

LABELS REGISTERED

This is a record of labels which have been registered and for which certificates have been issued:

"We-Drinkit Blend." Label No. 19,514. Owner, John Scott & Co., Inc., Philadelphia. Used on coffee.

"Peerless Blend." Label No. 19,515. Owner, John Scott & Co., Inc., Philadelphia. Used on coffee. Registered Aug. 8, 1916.

"Capitol Idea." Label No. 19,520. Owner, Capitol Coffee Co., Baton Rouge, La. Used on coffee. Registered Aug. 15, 1916.

"Camp Fire Coffee." Label No. 19,549. Owner, Warner M. Van Norden, New York. Used on coffee. Registered Aug. 29, 1916.

TRADE MARK CANCELLATION

"Excello." Trade Mark No. 103,639. Owner, Arkansas Grocer Co., Clytheville, Ark. Used on coffee, prepared mustard and other food products. Registered April 13, 1915. Canceled July 5, 1916. Cancellation Recorded Aug. 29, 1916.

TRADE MARKS PENDING

The following trade marks have been favorably acted upon. Any person who believes he would be damaged by the registration of a trade mark may within thirty days enter opposition to prevent the proposed registration. All inquiries pertaining to these marks should be addressed to THE TEA AND COFFEE TRADE JOURNAL, 79 Wall street, New York City:

WEEK ENDING AUG. 1, 1916

"Salire Sempre" and representation of a ladder. Serial No. 82,707. Owner, Conserve Alimentari L. Torrigiani, Sesto Fiorentine at Asmara, Italy. Used on coffee, tea, honey, vinegar and other food products.

"Kake Kan." Serial No. 95,916. Owner, H. Coffee Co., St. Louis. Used on coffee.

WEEK ENDING AUG. 8, 1916

"The Nut House" and building with the word The Nut printed on the roof of same. Serial No. 84,968. Owner, The Nut House, Inc., Seattle. Used on salted nuts.

 <p>SOLITAIRE 81,520</p> <p>82,707</p> <p>THE NUT HOUSE</p>  <p>84,968</p>  <p>89,422</p> <p>Wild Flower</p>  <p>94,620</p>	 <p>95,108</p>  <p>95,109</p> <p>BULL HEAD 95,443</p> <p>Euclid 95,452</p>  <p>95,765</p> <p>SUPREME COURT 95,883</p> <p>SOUTHERN COMFORT 96,279</p>	<p>KAKE 95,916</p> <p>FAMOUS 95,985</p> <p>CLOVER LEAF 96,007</p> <p>'GOOD' FELLOW 96,246</p> <p>AS YOU LIKE IT</p>  <p>96,338</p> <p>HALLOKS 96,498</p> <p>AU-RA 95,023</p>	 <p>96,774</p> <p>LIBERTY 96,474</p> <p>BONTON 96,500</p> <p>BING 96,517</p> <p>BUNTYN 96,518</p> <p>BISCO 96,579</p> <p>BASKET 96,520</p>
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TRADE MARKS PENDING IN THE UNITED STATES PATENT OFFICE

"Alexene" and representation of Satan stirring contents of a large iron kettle. Serial No. 81,522. Owner, Walker Properties Association, Austin, Tex. Used on a powder prepared from white pepper, cayenne pepper, garlic, flour and annos seed, and is to be used for seasoning meats and other foods.

"Silbro." Serial No. 95,108. Owner, Rome Importing Co., New York. Used on salad oil pressed from cotton seed.

"Hunter Brand" and picture of man taking aim something in the distance. Serial No. 95,109. Owner, Rome Importing Co., New York. Used on olive oil.

"Euclid." Serial No. 95,452. Owner, The Hunter Co., Cleveland. Used on flavoring extracts for foods, cocoa, nuts, beef tea extract, ice, coffee extract, chocolate.

"Well-Maid" and picture of a young girl. Serial No. 95,765. Owner, Well-Maid Confection Co.,

Inc., New York. Used on candy, cocoa and chocolate.

"Reliance." Serial No. 95,632. Owner, Smith, Lichty & Hillman Co., Waterloo, Ia. Used on coffee.

"Coronation." Serial No. 96,138. Owner, Cobb, Bates & Yerxa Co., Boston. Used on coffee.

"E. Z. Seal." Serial No. 96,141. Owner, The W. H. Dunne Co., Norwich, N. Y. Used on coffee, coconut and cocoa.

"Good Fellow." Serial No. 96,246. Owner, Chase & Sanborn, Boston. Used on coffee.

"Southern Comfort." Serial No. 96,279. Owner, Steinwender-Stoffregen Coffee Co., St. Louis. Used on roasted coffee.

WEEK ENDING AUG. 15, 1916

"Solitaire." Serial No. 81,520. Owner, The
(Continued on page 259)



THE TEA & COFFEE TRADE JOURNAL



REPRESENTING THE TEA, COFFEE, SPICE & FINE GROCERY TRADES

Published on the 10th of each month by

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The address of the company is the address of the officers

WILLIAM H. UKERS
President and Editor

H. DE GRAFF UKERS
Secretary and Treasurer

DOLPH EASTMAN
Assistant Editor

O. W. SIMMONS
Advertising Manager

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Advertising forms close on the 3d of each month.

Advertising rates upon application.

Entered as second class matter January 30, 1905, at the Postoffice of New York, N. Y., under the Act of Congress of March 3, 1879.

MEMBER

The Associated Business Papers, Inc.; The New York Trade Press Association; The A. B. C. Grocery Press; The Advertising Club of New York; The Business Press Departmental of the Associated Advertising Clubs of the World; The National Editorial Association; Charter Member of the Audit Bureau of Circulations.

DOMESTIC CORRESPONDENTS: St. Louis—W. C. Howland, 1322 Wright Building; Washington—L. M. Lamm, 208 District National Bank Bldg.; San Francisco—G. P. Manchester, 88 First St.

LONDON: Thomas Reece, 34 Cranbourn Street; BERLIN—American Assn. of Commerce & Trade, 59 60 Friedrichstrasse; COLOMBO, CEYLON: The Ceylon Observer—A. M. & J. Ferguson.

OUR BUSINESS CREED

We believe the basic principle on which a trade paper should build is SERVICE—service to readers and service to advertisers, in a way to promote the welfare of the general public.

We believe in the application of the TRUTH to the editorial, news and advertising columns.

We believe in the utmost frankness regarding circulation.

We believe the highest efficiency can be secured through a CIRCULATION OF QUALITY rather than of quantity—that character and not mere numbers, should be the criterion by which the value of a publication should be judged.

We do not publish free reading notices or paid "write ups."

VOL. XXXI.

SEPTEMBER, 1916.

No. 3

FLAVOR AND ACIDITY IN COFFEES

The article in our last issue on "Standard Strength in Coffee Brews" has attracted considerable attention. Apparently, strength and color are practically the same in all coffees, provided the roast and brew are uniform. One scientific coffee roaster, commenting on this, says: "If it is true, it opens up an entirely new line of thought in the coffee world." It has always been thought that coffees differed as regards strength, color and acidity. In making tests, this or that coffee has been favored because of its heavier body. Maracaihu is a favorite selection because it gives more color in the cup.

If, however, strength and color are the same in all coffees where roasting and brewing are uniform, and we pay for flavor only, what changes in marketing methods this portends. It will be readily agreed that there is a difference of flavor in the same kinds of coffee; one Bogota may differ from another. There is also a difference in what the trade has known as acidity. What is it that constitutes this acid character and what goes to make up the flavor of coffee? How is flavor developed? Apparently it isn't present in green coffee, but is the result of changes which take place during the process of roasting. If coffees were all roasted under similar conditions with uniform air pressure and heat, would this character be the same in different chops of the same growth? As it is, we are roasting coffees over a heat that varies and under atmospheric conditions that vary

materially. What percentage of aromatic principles developed in coffee are we losing in the process of roasting? These are some of the questions suggested by last month's article. They are good nuts for research to crack.

PULVERIZED COFFEE AND THE FILTRATION METHOD OF MAKING

According to San Francisco advices, the California Roasters' Association is not in sympathy with the National Association propaganda urging upon dealers and consumers the use of pulverized coffee and the filtration method of making. Most of the houses on the Pacific Coast, and, for that matter, in other sections of the country, pack a coarser grind, and the general public prefers the coarse or medium grind, because that's the kind it has always known. Again, it is better suited to the various makes of coffee pots and percolators in common use.

The California men disapprove the course of the national body in advertising to the public its "official" findings on coffee grinding and coffee brewing, because they say the questions involved are disputed ones—the inference being that such conclusions as have been made public are not final.

They have told President Weir that the National Association should refrain from giving publicity to all trade questions on which unanimous agreement cannot be secured. They admit that it cannot be expected that members of the trade in one section of the country will always agree with those of another, but they insist that the members from any one section must not be permitted to dictate their views to the others.

The California roasters may be inconsistent in urging unanimous consent to publish a matter on which they claim there can be no unanimous agreement, but, nevertheless, there are several good points in their bill of complaint. In the first place, they have a right to demand that careful research should precede the giving out of information on any subject—so the end that half-baked conclusions be avoided. Our own laboratory experiments do not agree in every particular with the conclusions presented in association booklets. There is, unquestionably, an honest difference of opinion as to whether coffee should be always finely ground or pulverized, and concerning the virtues of the filtration method. It is possible to make good coffee with a coarse or medium grind and by methods that differ materially from the filtration process. This question involves a standard of coffee goodness which is by no means settled.

The position taken by the California Association illustrates anew the importance of establishing the facts about coffee before beginning to advertise. Once again we say to the national organization, if you would build a permanent public confidence let research precede advertising. The National Association has assumed the position of guardian of the trade. Directly, it represents a membership of about 200; indirectly, it can, if it wishes, represent the 800 odd that are outside its membership. It all depends on how it approaches the various trade problems. Its pronouncements should not favor any particular method or practice, unless it be proved beyond peradventure of doubt that its views are sound. There are many men who believe that the only right way to serve coffee is to require that it be delivered in the bean, hot from the roaster every day, like fresh bread; that it be ground (very fine) at home, and made in a French drip pot. Some connoisseurs go further and say that coffee should be roasted at home. Others there be who urge that satisfactory results may be obtained by purchasing bulk coffee, having it ground at the store and brewing it by any one of several popular methods. Huge businesses have been built upon the package coffee idea, where coffee comes to the consumer either in the bean or in varying degrees of granulation.

Now, pulverization and the filtration method of making may approach the ideal, but whether the National Coffee Roasters' Association is justified in endorsing these ideas with only the meager research done to date, or whether the association has progressed far enough along to permit of its promoting them to any extent, are important questions which may well be discussed now and at the coming annual meeting.

It is our feeling that the association has, perhaps, tried to do too much at once. Research is a problem by itself, to which years of study and discussion might profitably be

devoted. Advertising is another, related, it is true, but still separate and requiring a different approach. One should be disposed of before tackling the other, and to put advertising first, as we have so often pointed out, is like placing the cart before the horse.

And if careful and extended research by a jury of authorities, best qualified to pass upon the questions, decides that pulverization or fine granulation and the filtration methods are best, then a duty devolves upon the National Association to acquaint the public with its findings, and the members should, as speedily as possible, conform to the newer ideas. Only along this line is progress to be made.

A GUARANTEED BUSINESS PRESS

The Message of the Associated Business Papers, Inc.,
to Its Brother Departmentals in the National
Convention of the Associated Advertising
Clubs of the World*

By WILLIAM H. UKERS

Vice President Associated Business Papers, Inc., and
Editor The Tea and Coffee Trade Journal

THE class, technical and trade journals included in the Associated Clubs are banded together in the recently-incorporated Associated Business Papers, succeeding the old Federation of Trade Press Associations in the United States. Their motto, if they had one, might well be, "Clean Business and a Guaranteed Business Press." These are the things for which they stand.

Since May 1 the board of directors of the Associated Business Papers has been in the position of keeper of every brother publisher in the business press departmental, and ready to answer for his right conduct under all circumstances, whether the question be one involving an infraction of the standards of practice or prompt response to any public policy suggestions sent him from the governing board of the Associated Advertising Clubs of the World.

A CODE OF ETHICS THAT WEARS WELL

The Associated Business Press takes pride in the fact that three years ago, in a declaration of principles, it showed its eagerness to co-operate with all interests engaged in creative advertising work, at the same time announcing, "We believe that while many advertising campaigns may profitably employ newspapers, magazines, outdoor display, etc., no well-rounded campaign seeking to interest the consumer or user is complete without the business press."

We also find satisfaction in the part which we played in what many believe to be the greatest piece of constructive work accomplished by the Associated Clubs—the adoption at Toronto of standards of practice for the sixteen departments

of advertising included in this organization. It should not be forgotten that the trade press standards served as a model for the other departments. How well these standards were built is shown by the fact that a recent canvass of the departments, two years after, disclosed not a single instance where immediate revision was felt to be necessary.

The business press believes in advertising preparedness, particularly in its application to the publishing business. The story of its long fight for justice for all publications in connection with second-class mailings, and its ever-insistent plea that the Postoffice Department be put on a business basis, is well known to advertising men. It has been quick to subscribe to those movements in the advertising, printing, publishing and merchandising fields that make for business and social betterment.

We believe that the best interests of manufacturers, the business press and the general public can be advanced through a greater interchange of facts regarding merchandise and merchandising, and to this end invite co-operation by manufacturers and consumers. But the business press is also quick to resent unfairness: injustice in any form. This is why, when none of the other branches of publishing and advertising business would take action against the recent agreement of the photo-engravers to advance prices, the New York Trade Press Association, single handed, secured the indictment of the New York engravers concerned on a charge of conspiracy to raise prices beyond a point which we regard as justifiable. We have no quarrel with the photo-engravers who ask a fair price and a reasonable profit for their work, but we are opposed to arbitrary price fixing and unreasonable profits, and we are not too proud to fight it out on this line if it takes all summer.

And to-day, more than ever before, the business press feels that it comes into this Congress of Allied Advertising Interests with clean hands, ready to give freely to the cause of truth in advertising and expecting in return only that nice consideration which naturally obtains among gentlemen in their business relations.

* An address before the Associated Advertising Clubs of the World, Philadelphia, June 29, 1916.

THE MESSAGE OF THE BUSINESS PRESS

The message of the Business Press of America to its fellow departmentals seeks to place the emphasis on these things:

First, INDUSTRIAL PREPAREDNESS. We would urge upon all branches of advertising the importance of co-operating with the Naval Consulting Board in the confidential industrial inventory being made under its direction by the 2,000 American engineers. Surely there can be no better national insurance against war.

Second, THE UNITED AMERICAS. We would urge that some form of a Pan-American trade league is the only logical answer to the proposed defensive trade alliance among the Central Powers on one hand and the Entente Allies on the other after the war. By doing friendly things and brotherly things among our neighbors on this continent we may do something to build up a trade empire of our own. A bill has already been introduced in Congress which will establish free trade with any country in North, South or Central America which will admit our products free. With trade comes understanding; with understanding, friendship. What better insurance against infractions of the Monroe Doctrine? To this end we also urge co-operation with the Federal Trade Commission in its endeavor to clarify the Sherman Anti-Trust Law, so that American manufacturers may effect combinations to secure advantages in dealing with export business problems.

Third, INTER-DEPARTMENTAL CO-OPERATION. We offer co-operation, not competition, to the other departments of advertising. There have been times in the past when we felt aggrieved because often, when we discovered new business prospects, and nursed them into lusty advertising youngsters of great promise, and watched them play around happy and contented in their own yard, we have been horrified to see some advertising agent pounce upon them, make off with them, and finally land them in the magazine man's yard. Of course, we may have been neglectful parents. Much might be said along this line. Parents who neglect their offspring shouldn't be surprised if, sooner or later, they find them playing in some neighbor's yard. Children soon forget, and young advertisers, like children, are grateful to those who are good to them. However, thoughtful trade paper publishers do not object so much to the advertising agents and magazine men paying attention to their young hopefuls, but when they seek to lure them away with honeyed words and candied promises of doubtful fulfillment, then they are justified in making protest.

We offer to advertising agents the co-operation of our service departments, so necessary to the modern technical and trade paper. There should be no friction between the agent and the publisher. Both are concerned in making the advertising pay.

Lastly, I would make a plea for advertising being treated more as a serious business. Hasn't the time arrived when we should resent its being called a game? And isn't it time to frown down the practice, all too prevalent, of calling copy "dope"? No better illustration of the need for education in this direction can be instanced than the success achieved by the production of the play, "It Pays to Advertise." Although it is a farce, it is calculated to leave a very harmful impression on the minds of the general public. It is nothing more than a modern application of the old P. T. Barnum idea. It is really a grave lilel on a serious profession. The time has gone by when advertising should be treated flippantly in print or on the stage.

Extol advertising all you please, pageantize it if you will, but don't hippodrome it—this is the message of the business press.

PATENT OFFICE RECORD

(Continued from page 255)

Morey Mercantile Co., Denver, Col. Used on chocolate, coconut, cereal coffee, cocoa, sauces.

"Advance" and circular design. Serial No. 89-648. Owner, Sherer-Gillet Co., Chicago, Ill. Used on baking powder, soda or saleratus, cream-tartar, gloss starch, bluing and ammonia.

"Wild Flower" and picture of wild flowers. Serial No. 94,620. Owner, The H. D. Lee Mercantile Co., Salina, Kan., and Kansas City, Mo. Used on coffee, tea, seeded raisins, dried currants, pepper, ginger, allspice, cinnamon, cloves, mustard, sage, celery salt, food flavoring extracts, chocolate, cocoa, prepared mustard, tomato catsup.

WEEK ENDING AUG. 22, 1916

"Supreme Court." Serial No. 95,883. Owner, The W. H. Dunne Co., Norwich, N. Y. Used on coffee, tea and other food products.

"Hallock's." Serial No. 96,498. Owner, Hallock-Denton Co., Newark, N. J. Used on flavoring extracts for food.

"Liberty." Serial No. 96,499. Owner, Hallock-Denton Co., Newark, N. J. Used on flavoring extracts for foods.

"Bon Ton." Serial No. 96,500. Owner, Hallock-Denton Co., Newark, N. J. Used on flavoring extracts for foods.

"Sugar Glen." Serial No. 96,516. Owner, C. E. Coe Coffee Co., Memphis, Tenn. Used on coffee.

"Bing." Serial No. 96,517. Owner, C. E. Coe Coffee Co., Memphis, Tenn. Used on coffee.

TEA AND COFFEE RESEARCH BUREAU

A department of scientific research under the editors' direction in which will be found short, popularized reviews of current and older works of a physiological-chemical character, fugitive paragraphs, references and articles dealing with the history, pharmacology and technology of tea, coffee and spices.

CAFFEINE AND THEINE

Obtained Originally from Coffee and Tea Respectively
and Thought to be Different, They Were Later
Found to be Identical

By E. M. FRANKEL, Ph. D.

CAFFEINE was first isolated from coffee by Runge in 1820. Oudry, in 1827, prepared what he supposed to be another substance from tea, and called it theine, but the later work of Jobst and of Mulder in 1838 showed that the two substances were identical.

The synthesis of caffeine was not effected until Emil Fischer in 1895 showed how the natural product could be prepared in the laboratory. There is no means of differentiating the natural from synthetic caffeine, and, it might be added, there is hardly any need for such differentiation, for the natural product is much more readily prepared and is correspondingly cheaper.

Caffeine, as it is used in medicine, is prepared from green tea leaves. The cold water infusion is treated with lime and extracted with chloroform to remove the caffeine. On evaporation of the chloroform the caffeine remains in a crystalline form. For pharmaceutical purposes caffeine is sold in the form of its salts, notably the citrate and benzoate.

The formula for caffeine shows its relation to some of its homologues in the purin group, which are of much importance in the animal and plant kingdoms.

STAHLSCHMIDT METHOD FOR THEINE

A Calcutta subscriber writes for particulars concerning the Stahlschmidt method of their extraction. The original Stahlschmidt method for thein is in the *Berichte der Akademie der Wissenschaften*, in Berlin, 1861, pages 263-4. No copies are available here, but abstracts can be found in the *Chemische Centralblatt*, 1861, 6, 368; *Jour. fuer praktische Chemie*, Vol. 83, p. 37; *Dingler's Poly. Journal*, 1861, page 399.

These abstracts are all about the same and show that the plan of Stahlschmidt was to use benzol as a solvent. The method forms a part of a report by Von Rammelsberg on Patagonian tea, and the reference noted above is listed under this name.

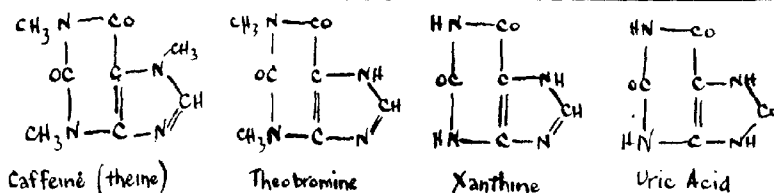
The best information is to be found in *Allen's Commercial Organic Analysis*, second edition, under the subject of tea. This is a standard work to be found in nearly every library. A. G.

TEA AND COFFEE AND DIGESTION

In a paper entitled "The Influence of Certain Accessory Foodstuffs" (tea and coffee) on gastric secretion, Drs. F. C. Moore and H. E. Allanson report (*Lancet*, December 2, 1911) that in their experience meat extracts, tea, caffeine solution and coffee call forth a greater gastric secretion than does water, while with milk the flow of gastric juice seems to be retarded.—E. M. F.

WHEN JAVA TEA IS ADULTERATED

The caffeine content of tea is not a reliable means for its valuation except for the purpose



FORMULA FOR CAFFEINE, SHOWING ITS RELATION TO THE PURIN GROUP

detecting adulteration with tea leaves that have already been extracted or with leaves other than tea. If the caffeine content of a Java tea is below 1 per cent it is sufficient indication that the article has been adulterated.—J. J. B. Deuss, *Chem. Weekblad*, Vol. 12, p. 938, 1915. Translation by J. M. E.

COFFEE AS AN AID TO SANITATION

A unique use of coffee was recently brought out by the narration of an incident of the Spanish-American war. During their stay in Cuba the 202d New York Volunteers were obliged to drink boiled water to avoid the spread of typhoid fever, then playing havoc with a regiment quartered nearby. As is well known, boiled water that has not been iced is particularly tasteless, and when kept at the temperature of an army camp kitchen its lack of taste, coupled with the warmth, made it a very undesirable beverage for the men that consumed as much as 4 or 5 quarts a day. The problem was solved by having the men drink coffee instead of water, thus providing a hot beverage that could be consumed without discomfort.

PETERS' CHOCOLATE ANALYSIS

An interesting chemist's report has been made by the Housekeepers' Bureau of *The Forecast Magazine* on Peters' Chocolate. It is as follows:

COMPOSITION—"Pure high-grade chocolate, sugar and whole milk."

FOOD VALUE—"Very high, especially in energy-producing elements."

PURITY AND CLEANLINESS—"Absolutely pure materials used of the highest quality. Made under the strictest sanitary conditions and perfectly packed."

REMARKS—"A delicious, safe, nourishing chocolate confection of exceptionally high quality. Made after the methods introduced by the Swiss, who first found out the nourishing qualities of milk chocolate. It is especially valuable for those who do hard physical work or who exercise. When used on long walks it prevents fatigue and hunger."

SUGAR BEET SEED FROM RUSSIA

A shipment of sugar beet seeds worth \$557,000, and another lot of 9,000 bags, were recently received at Seattle from Vladivostok. In addition, marine underwriters have announced that shipments valued at more than \$1,000,000 will be shipped to Seattle from the Russian port.

THE UPLIFT CORNER

Helpful Thoughts and Verses that Make for
Self-Reliance and Freedom, in Blending
Sentiment with Business

THE GAME

When the dice
Thrown by Fate
Beat you thrice
Clean and straight,
Take your knocks,
Stand the Pain,
Grab the box
Throw again.

Though Life's cards
Mock your play
And your pards
Stroll away,
"Luck" can't wreck
Stubborn men,
Grab the deck
Deal again!

Does the fight
Seem too grim
For your might
And your vim?
Though you grope
Sorely hit,
There is hope
Till you quit!

Only chods
Leave the fray
When the gods
Look away,
Sing your song,
Keep your grin,
Fight along
And you'll win!

—W. M. E. KIRK in *New York American*.

STUDY THYSELF

Study yourself until you know where you are strong and where you are weak; study your acquaintance until you find a man weak where you are strong and strong where you are weak that the benefits may be reciprocal and make that man your friend.—ROBERT L. LORIMER.

SELF-RELIANCE

Much as worthy friends add to the happiness and value of life we must in the main depend upon ourselves, and every one is his own best friend or worst enemy.—LORD AVEBURY.

THE MARKETS OF THE WORLD

¶ Latest News Letters from Staff and Special Correspondents in the Countries of Production and the Leading Foreign and Domestic Trade Centres.

OUR LONDON LETTER

The Latest News from Mincing Lane and the Continental Trades Centers

Office of THE TEA AND COFFEE TRADE JOURNAL
34 Cranbourne Street, London, W. C.

LONDON, Aug. 21, 1916.

THE manipulation of wholesale tea prices has caused comment recently, and certain information is now available connecting this with a great concern here known as the Co-operative Wholesale Society. This concern is run in connection with the co-operative stores that are found all over the country and are a particularly strong feature in the North of England. They compete with the ordinary grocer, not by underselling directly but by paying dividends to customers on the total amount of their orders from time to time. They are supposed not to trade for profit but for the common good of their customers and as a true co-operation. As a matter of fact, it works out very differently, and these stores are up against the ordinary grocery trade the whole time.

The price of common tea last November was 13 cents per pound. From that time it rose steadily, until in May this year it reached 23½ cents per pound, in spite of the fact that an almost record stock for the time of the year was held in bond, and supplies of duty-paid tea were believed to be above the average. A press campaign was brought into being by this rise, and in the end the advance stopped, a decline following which brought the price for ordinary black leaf down to 18 cents, although the statistical position was much the same as when the price was 6 cents higher. A good deal of this decline, it now appears, was brought about by the partial cessation of speculative buying by a firm of tea brokers acting on behalf of the Co-operative Wholesale Society. This firm turned itself into a private company, with a capital of \$50,000, and last November began to show signs of being out to control the market, outbidding

other brokers until the above-mentioned record price was reached. It is believed that, as a result, this company bought a quantity of tea equal to four times the normal requirements of the Co-operative Society.

HOW THE TEA MARKET WAS MANIPULATED

According to *The Grocer*, the business was conducted as follows: Out of the sales during the week of, say, 60,000 packages of tea, this new company of brokers would buy about one-third, and issue to the trade lists (known as "bought over lists") of the teas not disposed of by them. The next week this firm of brokers would again bid up the market, and thus make the previous week's purchases cheap. Other buyers then had no option but to buy these purchases or try to secure their requirements at the following sales, when the price was again bid up by the Co-operative Wholesale Society's brokers. During the week ended May 6 about 30,000 packages, or 3,000,000 pounds of tea, were bought by this firm, over half the quantity remaining unsold after the auction. It would have been quite impossible to do this but for the nervousness of loss through enemy submarines, the command of unlimited money, and an outlet that would take all teas that remained unsold.

TEA TRADE CONDEMNNS MANIPULATORS' METHODS

Of course, I don't suppose the Co-operative Wholesale Society was the only concern working the manipulative handle, and, furthermore, some of the drop was occasioned by large supplies of common tea coming to auction. Still, the story is an interesting glance behind the scenes of the British wholesale tea trade, and the society's tactics are condemned by all the responsible trade leaders here. The following questions are being asked by them:

1. Who is financing the transactions, and who is to bear the loss which the fall in price must impose upon the buyers who now hold teas bought at 23½ cents?
2. Where is an outlet to be found for the teas except through the retail co-operative societies, whose members could obviously buy to

FOR JAVA TEAS OF DIRECT IMPORT

WRITE TO

ROWLEY DAVIES & CO., LTD.

BATAVIA, JAVA

OR FENCHURCH HOUSE,
5, FENCHURCH STREET, LONDON, E. C.

IRWIN-HARRISONS & CROSFIELD, Inc.

Importers and Jobbers of Teas

PHILADELPHIA	NEW YORK	BOSTON	CHICAGO
50 So. Front St.	96 Wall St.	144 State St.	183 N. Wabash Ave.
London	Colombo	Calcutta	Batavia
		Shanghai	Hankow
		Shidzuoka	Daitotei
			Foochow

EPPENS, SMITH COMPANY

Importers and Jobbers

COFFEES and TEAS

267-269-271 Washington St., 103-105-107 Warren St.,
124 Front St., NEW YORK

SUMATRA COFFEE

FOR HIGH GRADE BLENDS

We are offering some choice lots.

Ask for Samples

When Writing Advertisers, Kindly Mention THE TEA AND COFFEE TRADE JOURNAL

cheaper elsewhere from grocers who are securing their stocks at the current quotations?

3. What action will the Government's Food Prices Committee take in the matter when they realize that the speculative manipulation of the markets which has taken place in regard to tea may be tried in respect of other foodstuffs, to the serious detriment of all classes of the community, and especially of the poorer classes?

CURRENT TEA MARKETS QUIET

Glancing round the current tea markets, I find that there is a fair demand for Indian tea but the market shows no animation. The general run of quality lately has been unattractive and buyers therefore want easier terms. The embargo on shipping to the Continent still adversely affects prices of those teas suitable for export. So far as China goods are concerned, a quiet market rules with prices maintained. A few new season's teas have been put on the market, but as delivery will not be possible until perhaps the end of August, at least, buyers are looking on, so that little or nothing can be quoted. Useful Ceylon teas are steady, but some very unattractive low-grown teas are amongst recent offerings. The quality of high-grown teas occasionally shows some improvement. Fair Java liquoring kinds are wanted, but still show a slight decline. Dealings are reported in Sumatra and Nyssaland teas.

The coffee market is quite dull, though increased imports were reported during July. Home consumption, however, is falling, and the export trade is practically at a standstill owing to difficulty in obtaining permits for shipment.

SOME NEW-CROP COFFEE AT SANTOS

A letter has been received here from the interior of Brazil, stating that coffee harvesting had begun in most of the districts of Mogiana and Paulista, and even a little new-crop coffee had been sent down to Santos. As Santos houses pay high prices for future delivery, things have, therefore, become lively. The planters seem to be in a hurry to market their crop: First, because they need money; and, secondly, because an early separation of the fruit from the trees will prevent interference with the new flowering as much as possible. The quality of the new crop is excellent. The present crop is not big, and even under the most favorable circumstances will not be more than 10,000,000 to 10,500,000 bags. The fact must not be forgotten that after a summer

of abundant rainfall there usually follows a cold winter, which is an evident danger to the flowering that many expect in the autumn.

THOMAS REECE.

OUR BRAZIL LETTER

Total Clearances from Rio and Santos for 1915-16
Crop, 14,761,400 Bags—Coffee Shipments to
Scandinavia Stopped by British Blockade—
Condition of the New Crop—German
Coffee Firms on Blacklist

[SPECIAL CORRESPONDENCE]

RIO DE JANEIRO, July 25, 1916.

CLEARANCES of coffee from this port and Santos for the crop year 1915-1916 show a total of 14,761,400 bags, as against 12,981,993 for 1914-15 and 14,261,089 for 1913-14. The value of overseas clearances for 1915-16 was \$141,717,450, as compared with \$127,396,105 for 1914-15 and \$200,541,630 for 1913-14, a decrease, it will be noted, of nearly \$60,000,000 in f. o. b. valuations from those of the 1913-14 crop. Coffee stocks at Rio and Santos on July 1, 1916, totaled 1,020,830 bags, as against 795,951 bags on the same date last year and 769,157 bags on July 1, 1914. The effect of the war upon coffee prices in this market and upon coffee exports is clearly shown by these figures.

BLOCKADE STOPS SCANDINAVIAN COFFEES

Between June, 1914, and June, 1916, 5,100,000 bags of coffee were exported from Brazil to Scandinavia, of which 700,000 bags were held up in the United Kingdom. Allowing 2,000,000 bags for Scandinavian consumption, some 2,400,000 bags remained for re-export, presumably to Germany. As coffee stocks at Hamburg, Bremen and Antwerp on June 30, 1914, amounted to 3,256,000 bags, and as Germany's annual coffee consumption, on the basis of 1913, is 2,628,000 bags, it is undoubtedly true that all of Scandinavia's surplus found its way into Germany. From October, 1915, to January, 1916, 2,000,000 bags went from here to Scandinavia, as compared with 598,000 in the same period last year, and only 134,000 in the same period prior to the war. British public opinion, dissatisfied at the laxity of the blockade, finally forced the authorities to take action; and

**Attractive—Tastefully Decorated—Well Arranged PREMIUM COFFEE ASSORTMENTS
For THE WHOLESALE GROCER or THE COFFEE ROASTER**

Our Years of Experience Count for Much in Giving You Real Service

W. I. GAHRIS, President

THE LIMOGES CHINA COMPANY, Sebring, Ohio

GUATEMALA COFFEE

For more than a quarter century San Francisco, through its geographical position, has received the bulk of the Guatemala coffees shipped to the United States.

During the past eight months over 200,000 bags of Guatemalas have been received in San Francisco and more than 150,000 bags of these have been sold to discriminating buyers who have used them in their highest grades of roasted output with gratifying results.

A few months ago one of the largest importers of Colombian Coffees, circularized the coffee buying trade, making the statement that Guatemalas were thin in the drink, did not have the lasting properties, after roasting, of Colombian coffees, and were not dependable coffees for manufacturing purposes.

Evidently the inroads of Guatemala coffees are being felt as more than a quarter million bags have been distributed to roasters throughout this country since the first of the year.

Prior to this year more than 75% of the entire product of Guatemala's coffee was shipped to European markets. Through the assistance of his Excellency Don Manuel Estrada Cabrera the President of the Republic of Guatemala, it has been possible for these coffees to be better introduced in the United States and their merits appreciated through propaganda work and advertising.

In refuting the mis-statements made by those interested in Colombian Coffees we can without any fear of contradiction say that no one can on a blind cup test correctly select a high grade Guatemala, Costa Rica, Mexican, Colombian or Venezuelan. There is good and poor coffee grown in each of these countries, just as poor as any grown in Brazil, and just as good as any grown in any part of the world.

It is not contended that Guatemala Coffees are the finest grown in the world, but many of them are as good as any and are obtainable for less money than other coffees of relative merit.

C. E. BICKFORD & CO.

the monthly average of coffee shipments to Scandinavia from Rio and Santos, which was 413,000 bags last year, since January has dropped to 168,000 bags, and last month (June) there were no shipments whatever. Shipments to Scandinavia for the current crop will, in all probability, be cut down to 1,500,000 bags.

EXPORTS OF THE 1915-16 CROP

During the season just ended Brazil exported to the United States 5,896,514 bags, of which about 3,000,000 bags were re-exported, leaving net imports at about 2,896,514, or practically the same as for 1914-15. Exports to Great Britain were 375,827 bags, a shrinkage of 101,736 bags from last year's total. Shipments to France of the 1915-16 crop amounted to 2,327,614 bags, as against 1,797,813 bags last year, an 18 per cent increase. Stocks at Havre, despite a sale of 100,000 bags of valorization coffee to the French Government, are about 200,000 bags larger than last year's. Exports to other European countries and along the Mediterranean were only 147,000 bags. South America and South Africa took 536,000 bags.

The estimates are for 12,354,000 bags for export from the new crop, which is now figured at 14,271,000 bags. Therefore, there should be a surplus in the Rio and Santos warehouses from the 1916-17 crop of nearly 2,000,000 bags. These estimates may be modified by a fall of prices in primary markets, a stimulation of imports to the United States, a relaxation of the blockade, further sales of valorization coffees to France, retention of stocks in Brazil, or other factors.

CONDITION OF THE NEW CROP

Advices from the interior of Sao Paulo state that the quality of the new crop is not so good as had been expected; the new fruit, although better than last year, is small and the beans are not well developed. The warm and abundant rains of late have caused weeds and grass to grow rapidly, and perhaps 20 per cent of the crop will be lost in this way on many plantations.

Another effect of the excessive rains will be a great deal of low-grade coffee at the end of the present season.

GERMAN COFFEE FIRMS ON BRITISH BLACKLIST

The publication of the names of German firms

who have been placed on the British blacklist has aroused more or less indignation and protest in some of the South American countries, notably in Brazil and Argentina, where Teutonic commercial interests are extensive. A bill has been presented to the Argentine Congress making it a penal offense to restrict the liberty of trade between people of belligerent nationalities and to publish articles or comment bearing upon them in Argentine newspapers, and this action has also found echo in Brazil. There is, however, high expectation of any law of this kind being enacted by a South American country, for fear of offending British interests.

Readers of THE TEA AND COFFEE TRADE JOURNAL will be interested in seeing the following list of German coffee firms in Rio and Santos who are on the British blacklist:

Behrmann & Co., Rua das Princesas, Bahia; Dauch & Co., Rua Frei Gaspar 16, Santos; Dohbold & Co., Rua S. Antonio 56, Santos; Domschke & Co., Rua das Princesas, Bahia; Ornstein & Co., Rua S. Pedro 9, Rio de Janeiro; W. Overbeck, Rua das Princesas, Bahia; Roberto Schoen & Co., Rua da Quitanda 147, Rio de Janeiro; J. Studer & Co., Rua das Princesas 20, Bahia; Eugen Urtel & Co., Rua Conselheiro Saldanha 30, Rio de Janeiro; and Rua S. Antonio, Santos.

OUR AUSTRALIAN LETTER

Strong Demand for Fine Teas—Tea Imports and Re-Exports—Short Weight in Tea Shipments to New Zealand—Prices of Foodstuffs to be Regulated by the Government

[FROM A SPECIAL CORRESPONDENT]

SYDNEY, N. S. W., July 27, 1916.

A GOOD inquiry is noticeable for fine teas, but there is little to be obtained. When the teas were good only small supplies were gathered from the gardens, and immediately heavy rains fell a strong growth of medium teas was caused. The estates, however, were unable to manufacture these properly, with the result that there was a considerable falling off in quality.

TEA IMPORTS AND RE-EXPORTS

Net imports of tea into the Commonwealth for

PUREST AND BEST BAKING POWDERS

Cream of Tartar and Pure Phosphate

Buyers Private Brands at Attractive Prices

Also High Grade Cocoas under Private Brands

MANHATTAN BAKING POWDER CO., 264 Spring St., New York

**Mr. Coffee Roaster,
Mr. Tea Packer,
Mr. Baking Powder Man.**

The reasons you should buy your cans of us:

- BECAUSE** Our prices will save you money and OUR prices of LITHO-GRAPHED cans cost about the same as plain tins paper labeled.
- BECAUSE** WE DO NOT CHARGE FOR PLATES.
- BECAUSE** Our QUALITY, WORKMANSHIP, DESIGNS and SERVICE are unexcelled.
- BECAUSE** We are one of the largest INDEPENDENT manufacturers in the United States, and meet competition anywhere.
- BECAUSE** We are EXPERIENCED makers of high grade LITHO-GRAPHED and plain tin cans of the BETTER KIND.

New Orleans Can Co.

New Orleans U. S. A.

P. S.—In asking for quotations, state sizes, number of colors and quantities.

**If you make
\$300.00
on COCOA**

WOULDN'T you rather make \$500.00, instead? Then let us get up a special label for you and put under *your own name* a cocoa on which you can make more profit and which we guarantee to please your customers. More business is sure to result as one after another of your customers recommends *your cocoa* to their friends. Write us today for assortment of labels from which to choose.

PENNSYLVANIA CHOCOLATE COMPANY Pittsburgh, U. S. A.

Branch Offices:—Philadelphia, Chicago, New York, Cleveland, St. Louis

**Harry C. Danaher
Coffee
Commission**

New Orleans, La.

Member New Orleans Board of Trade

Chas. Dittmann F.V. Allain Chas. S. Dittmann Jr.
Member N. Y. Coffee Exchange

CHARLES DITTMANN CO.

Coffee Commission

New Orleans—501 Gravier St., P. O. Box 747
Chicago, 326 River St., Rooms, 203-204

AGENTS FOR:

Messrs. Ed. Johnston Son & Co., London
Messrs. E. Johnston & Co., Ltd., Santos
Messrs. Atlas Coffee Co., Ltd., Rio-de-Janeiro
Messrs. Norton Megaw & Co., Ltd., London
Messrs. Norton Megaw & Co., Ltd., Rio-de-Janeiro
Messrs. Arbuthnot, Latham & Co., Bankers, London
Messrs. Fred'k. Huth & Co., Bankers, London
Messrs. Branch of Thames & Mersey Marine Insurance Co. Ltd., of London & Manchester
London Assurance Corporation (Fire Insurance)

Commercial Letters of Credit Issued
Our spot department makes a specialty of selecting and purchasing coffees for the interior trade.

**NOW IS THE TIME FOR
Mixed
Pickling Spices**

We offer a range of grades carefully prepared from choice sifted spices and seeds packed in barrels, boxes or cartons, and shall be pleased to send samples and prices for quantities to suit.

ARCHIBALD & LEWIS CO.

Importers and grinders of Spices, Seeds, Herbs, Tapiocas and East India Goods.

Office:

80 Wall Street
New York City

Mills:

87-93 Furman Street
Brooklyn, N. Y.

the first five months of this year were 844,000 pounds below those of the same period of 1915, and more than 1,000,000 pounds below the imports of five months of 1914. Re-exports have been slightly heavier, as the following table shows:

FIVE MONTHS' IMPORTS			
Country of Origin	1914 Lbs.	1915 Lbs.	1914 Lbs.
India	2,809,927	3,346,303	3,401,611
Ceylon	7,725,114	7,593,567	7,813,331
China	250,647	469,100	2,589,266
Java	2,509,911	2,368,242	2,509,483
All others	2,872	27,322	1,483
Gross imports	13,307,571	14,114,432	14,315,171
Re-exports	329,259	801,396	746,017
Net imports	12,978,312	13,313,036	13,569,154

Imports in May were half a million pounds' weight below those of May, 1915, and the value price was £24,227 down.

SHORT WEIGHT IN TEA SHIPMENTS

Trouble is arising between the shippers of tea to New Zealand, the shipping companies and the buyers in New Zealand as to who is responsible for losses of tea in transit. The teas when put aboard here are securely packed in the original cases in which they are brought from Ceylon or India. Shippers state the sole object is to disclaim any responsibility for the ship should the case get an extra hard knock in being loaded or discharged, and the tea come filtering out, greatly to the profit of the wharf laborers. When a shipment arrives short in New Zealand a bill is presented by the buyers to the shipping company, which invariably refuses to pay. The claim is then made on the shippers in Sydney, although the shipment was made f. o. b., and not c. i. f. Hitherto the shippers here have paid.

BOARD TO FIX TEA, COFFEE AND SPICE PRICES

In a special Commonwealth Gazette just issued the first list was published of foodstuffs to be dealt with by the Commonwealth Prices Board

under the extended powers contained in the regulations promulgated last week.

In this list of foodstuffs are baking powder, biscuits, cocoa, coffee, molasses, tinned herrings, salmon, sardines, jams, oatmeal, mustard, oil, oil, peas, dried pepper, white and black; rice and ground sago, salt (table and culinary), sauces (tomato and worcester), tapioca, tea and vinegar.

STEPHEN SPURGEON

THE NEW YORK MARKETS

Special Market Reviews for "The Tea and Coffee Trade Journal"

NEW YORK, SEPT. 1, 1915.

ABOUT the only item of importance for the month is the complaint, which is general throughout the entire trade, of dull business. The absence of any inquiry for export has seriously affected the business of the green coffee jobbers. Absolute indifference to the market on the part of the interior buyers has resulted in an exceptionally small volume of business for the roasting trade.

HIGHER COFFEE PRICES INDICATED

A somewhat better assortment of Brazil coffees has been coming forward, but these new lines are being closely held, as the general indications would point to a further advance in the market. The position of the market would seem to favor higher prices, particularly should speculation develop. It should be noted that, apparently, there is a disposition on the part of speculators to feed out the market, and in consequence, during the last week of the month, options were pushed up over 70 points. It is a difficult matter to predict positively as to an advance, for the reason that as soon as there is any marked activity in the market a selling movement develops and acts as a stay to further operations. Stocks in this country

DANNEMILLER COFFEE CO.

Brooklyn, N. Y. City

ROASTED COFFEE

Bulk—Package—Canned

GREEN COFFEE

In Carload Lots

Ask for Samples

Jobbing trade solicited only
Our prices will interest YOU

PHOSPHATE

For Baking Powder and Prepared Flour

PROVIDENT CHEMICAL WORKS

Main Office and Works: 8011 IDAHO AVENUE, ST. LOUIS Branch Offices: NEW YORK, CHICAGO

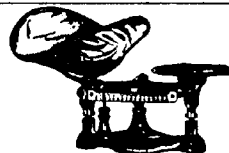


YOU DOUBTLESS KNOW THE EXCELLENT LINES WE MAKE
IF YOU DON'T, HERE THEY ARE:

**Scales, Coffee Mills, Scoops,
Canisters, Slicers, Etc.**

108 Page
Catalogue
on request.

The Jacobs Bros. Co., Inc.
78 Warren Street,
New York City, N. Y.



**We are Headquarters for
Teas Of All Kinds
CHINAS—JAPANS—FORMOSAS
JARDINE, MATHESON & CO., LTD.**

Commission Merchants and Importers

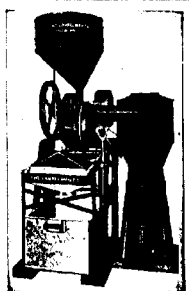
63 WALL STREET

NEW YORK

**The Laurel Improved
Coffee Granulator
and Chaff Remover**

Cheapest and best machine
on the market. Capacity
300 lbs. steel cut per hour.
The machine you will want
to increase your sales of
clean ground coffee. Write
for photo, information, and
sample of the work of ma-
chine.

The Laurel Mfg. Co.
627 N. 3d St., Phila., Pa.



MITSUI & CO., Ltd.
Importers of
FORMOSA TEAS, ETC.

PLANT IN TAIPEH, FORMOSA
TEA DEPARTMENT

87 Front St., and 25 Madison Avenue, New York
Branches All Over The World

E. B. MÜLLER & CO.
Importers, Growers and Manufacturers of
**CHICORY AND
COFFEE SUBSTITUTES**

OF EVERY GRADE

211 FRANKLIN STREET, NEW YORK

WM. J. JAEGER

Manufacturer of

TIN CANS AND BOXES

390 Hudson Street

New York

Tea, Coffee and Spice Trade Our Specialty
Confectionery Cans and Boxes

REEVE & VAN RIPER
WAREHOUSEMEN

COFFEE Milling, Cleaning, Hulling,
Separating and Picking

Packers of Teas in all styles. Lead
packages a specialty

Storage and Weighing

46-48-49 WATER ST.,

NEW YORK

CHICORY

HENRY FRANCK SONS, Inc.

FLUSHING, N. Y.

Growers, Dryers, Roasters and Manufacturers of Chicory
in all its Various Forms

Samples and prices upon request.



When Writing Advertisers, Kindly Mention THE TEA AND COFFEE TRADE JOURNAL

are less than a year ago, and about this time each year reports come forward of damage by drought or frost. These reports always stimulate the market to a certain extent. Several shipments of low-grade separations have come forward, but as these coffees were below a No. 8 they have been refused admission into the country.

The demand for mild coffees has been exceedingly limited, which leaves a large supply in the hands of the importers, a considerable portion of which is made up of undesirable chips. With an increase in the general demand many of these lines would move off, as they would be taken at a concession in price. It is expected that the next thirty days will show a very great improvement in the general tone of business throughout the entire trade.

JAPAN TEAS BRINGING GOOD PRICES

Inquiry throughout the line seems to have broadened out a bit, but not sufficient to bring the volume up to a good average.

The outturn of India teas is reported from the producing district as poor and less than last year. There has been some slight decline in prices, but the steady demand abroad for army and navy commissaries prevents any serious reaction.

China teas are higher than a year ago, and Russia is continually coming into the market for heavy shipments, leaving limited supplies for this country and London.

Good quality, well-made basket-fired Japs are scarce and high, and tight-rolled leaf very hard to find. Japan dust, siftings and fanings are bringing good prices.

Somewhat more interest is noted with reference to Formosas, and there will be an increase in the production of these teas.

Our stocks here are small and under good control, but nothing very much can be looked for in the market until there is a decided increase in the demand.

SPICES ACTIVE AND PRICES ADVANCING

The spice market is active and in pretty good shape. The preserving season is about two weeks late, but, apparently, this is not affecting demand to any extent. The foreign markets are higher than the markets here, and the freight situation is likely to prove a handicap with reference to shipments. The more promptly, therefore, supplies are secured, the better it will be for the dealer, both with reference to a selection of merchandise, and with regard to price.

PEPPER—There has been considerable activity in the pepper market. It is expected that demand will be heavy this fall, and without any question the market will show a steady increase from now on.

CLOVES—Prices are higher abroad than here. It is reported that the crop is short, and we must certainly should look for higher prices.

CASSIA—The undertone of the market is firm with prices unchanged but very steady.

PIMENTO—Demand is fair, particularly for the better grades. The supply is short, and it is expected that prices will work to new levels.

MAPE—Demand is fair. Prices show as yet very little change.

NUTMEGS—There is a very active market, and prices are considered low and perfectly safe.

NOW COFFEE AND SUGAR EXCHANGE

Justice Tierney, in the New York Supreme Court on August 29, approved the application of the New York Coffee Exchange to change its name to the New York Coffee and Sugar Exchange, the change to become effective October 1.

NUT GROWERS' ANNUAL CONVENTION

The 1916 convention of the National Nut Growers' Association will be held at Jacksonville, Fla., November 22, 23 and 24.

TEA COFFEE RICE

Merchandise of poor Quality is never cheap. It is economy to seek Standards of Quality.

Good goods are an asset that means Business Good Will—an asset built on Character and fair price.

Correspondence solicited—Wholesalers and Jobbers only.

M. J. BRANDENSTEIN & CO., 96 Wall St., New York

When Is The Largest Consumption of Coffee?

Experts generally agree that it is during the colder months of the year, although the summer months are large consuming periods.

But whether winter or summer is the larger seasonal consuming period, all agree that **the** best time is when the aroma is in the air and the flavor in the cup. Then, one cup is an invitation to another.

And it's no easy proposition to give the consumer the full deliciousness of coffee. It's a case of efficiency all along the line from selection of bean to package and the brewing.

American Can Company

Chicago

NEW YORK

San Francisco

With offices in the largest cities

THE PRACTICAL RETAIL GROCER

¶ A department devoted to the discussion of problems which vex retailers: telling how to arrange, display and sell goods; how to systematize; how to advertise; how to obtain the maximum efficiency in the grocery business.

RETAIL SYSTEM OF ACCOUNTS

A Series of Articles Describing Simple But Effective Cost-Keeping Methods for the Retail Grocer

By EDWARD N. HURLEY

Chairman, Federal Trade Commission, in collaboration with
ROBERT E. BELL, Chief Accountant of the Commission
R. W. GARDNER, Assistant Accountant

PART I

THERE is a tendency among retail merchants to conduct their business without an adequate system for determining their costs. This condition carries with it various undesirable results. In the first place, the merchant is unable to price his goods intelligently and conduct his business upon sound business principles. In the second place, he is unable, when seeking credit, to produce a correct statement of his financial condition which would enable a banker to extend to him the full credit to which he is entitled. He thereby limits the possible expansion of his business.

There are several forces at work which compel the retail merchant, if successful, to keep books, and the better and more comprehensive his methods the greater chance he has of being successful.

The first of these forces is, of course, competition, which at times compels him to make close prices. The second, and one of vital importance, is the attitude of the banks regarding the granting of credit. Banks are paying more and more attention to the accounting methods used by the merchant to whom they extend credit. They are willing to give larger loans and very often more liberal terms to the merchant who keeps his books in a way that enables him to show the bank at any time just how his business is progressing. A merchant who can show progress will undoubtedly receive more consideration with the same amount of assets than one who cannot. Even if he is successful, but cannot show it because of his bookkeeping methods, the bank will not consider him a desirable credit risk.

Another very important point to which the bank gives consideration is whether the prospective borrower is making proper provisions for

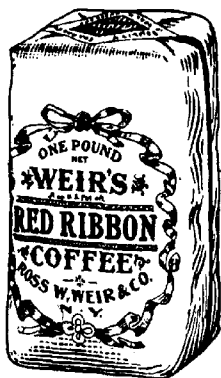
depreciation on stock, buildings and fixtures, and his books should be so arranged as to show the amount of these provisions. No merchant can be said to be managing his business properly unless adequate provision is made for depreciation.

The system of accounts outlined in this bulletin has been devised to meet the requirements of retail merchants. The aim has been to devise the least involved system which will give the information essential to successful management. The best system of accounts for any business is one which furnishes the information required with the least effort.

The value derived from an adequate system of accounts is obvious. The greatest value is that of making comparisons and analyzing differences. But before any fruitful comparison can be made between figures of different periods or between figures of different stores, it is absolutely necessary that the system be uniform. With a uniform system of accounts in use, differences in items reflect differences in conditions, while without a uniform classification, differences in items may reflect only differences in accounting classification.

In order to maintain the simplicity of the system, no departmentalization of the accounts is provided for, but any concern operating distinct departments can readily adjust the system to show the results obtained in each department.

A merchant in order to price his goods properly must know his overhead expenses. With a proper arrangement of his accounts the percentage of overhead may be readily obtained. Goods not priced high enough to cover this percentage are actually sold at a loss. The most convenient way of arriving at the proper percentage to add to the first cost of goods for overhead is to use the average ratio of operating expenses to net sales covering a past period. For instance, if a merchant's annual sales for the last fiscal year were \$25,000, and the expense of conducting his business was \$5,000, his overhead was 20 per cent. By adding the desired percentage of profit on sales to this overhead percentage, and deducting from 100 gives the percentage of invoice cost to



WEIR'S RED RIBBON COFFEE

A satisfying Coffee for particular people.
Packed in yellow foil interlined double
parchment bags, also in tins.

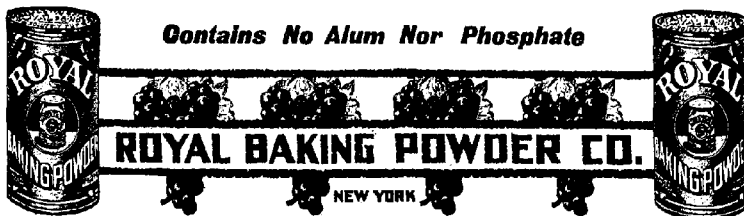
ROSS W. WEIR & CO., Inc.
NEW YORK CITY

ROYAL BAKING POWDER

ABSOLUTELY PURE

Advertising that has encircled the globe for generations has
taught women everywhere that ROYAL BAKING POW-
DER is absolutely pure.

Wherever there is a grocery store there are also
many women who will buy ROYAL BAKING
POWDER more often and use it with more
satisfaction than any other brand.



When Writing Advertisers, Kindly Mention THE TEA AND COFFEE TRADE JOURNAL

selling price. The invoice cost of an article divided by this percentage gives the selling price.

The rapidity of the turnover is a very important element in conducting a retail business. It is obvious that an increase in turnover goes hand in hand with an increase in profit. A slow turnover may be due to poorly selected stock, to overstocking, or to an inefficient selling organization. No effort should be spared to increase the turnover to its maximum. To ascertain the turnover divide the cost of goods sold during the year by the cost of the average stock carried.

BOOKS OF ACCOUNT AND STATEMENTS

To operate the system of accounts here outlined requires but four books of account, namely, journal, general cash book, invoice book and ledger. Sales tickets and credit tickets are used for recording sales and sales returns.

From these books certain statements, particularly a monthly summary of business, a profit and loss statement, and a balance sheet, should be prepared at definite periods in order to present the results in comprehensive form.

JOURNAL

The ordinary two-column journal can be used. The opening entry is an inventory of the assets and liabilities.

The totals of the charge sales as shown by the charge tickets should be entered in the journal, debiting accounts receivable and crediting sales. The totals of the credit tickets are also entered in the journal, debiting sales with returns and sales allowances with price concessions and crediting accounts receivable.

Transactions which do not go through either the cash book or invoice book should also be journalized. These entries comprise such items as notes receivable and payable, allowances or corrections of purchase invoices after entry in the invoice book, the various adjusting entries at the end of the month, and the closing entries at the end of the fiscal period.

Journal entries affecting trade customers' and trade creditors' accounts will also have to be posted, respectively, to accounts receivable account and accounts payable account.

GENERAL CASH BOOK

This book is for recording all cash transactions. The left-hand, or debit, side is for recording receipts, and columns should be headed as follows, in the order named: Date, Name of Account, Description, Ledger Folio or L.F., Collections on Accounts Receivable, Cash Sales, and General Accounts. The right hand, or credit, side is for recording payments, and these columns

should be headed: Date, Name of Account, Description, Check No., Ledger Folio or L.F., Discount on Purchases, Payments on Accounts Payable, and General Accounts.

The total cash receipts of each day should be deposited daily in bank, and all payments should be made by check. The total of cash sales for the month should be checked against the total of cash sales tickets, and is then posted to the credit of "Sales," that of the "Collections on Accounts Receivable" to the credit of "Accounts Receivable Account," and that of "Payments on Accounts Payable" to the debit of "Accounts Payable Account." The total of the discount on purchases column is also posted to the debit of accounts payable.

All payments for expense items other than petty cash should be entered on the cash book as made and posted therefrom to the proper accounts. At the end of the month all expense bills for the month should be paid, so as to insure the expense being charged in the proper month.

Petty cash disbursements, such as car tickets, telegrams, and such minor items for which it is not expedient to draw checks, should be handled as follows:

A check should be drawn for an amount sufficient to cover petty disbursements for a definite period. At the end of the period the cashier should prepare his petty cash statement, which should be supported by vouchers, and a check drawn for the exact amount of the statement, thereby restoring the petty cash fund to the original amount. This check should be entered in the cash book in the regular way, charging the various expense accounts as shown by the petty cash statement.

The balance of the general cash book at all times should check with the balance as shown by the check book, plus the amount advanced for petty cash.

In the check book keep checks and deposit footed separately. When the bank book is balanced, check up the bank list, then rearrange the checks in numerical order, and check with the stubs. If any checks are outstanding, note them on the stub and deduct from total of checks drawn; the check book balance will then agree with the bank book balance.

INVOICE BOOK

This book contains the record of the invoices or purchases of merchandise only and should carry the following headings: Date of Entry, Date of Invoice, Number of Invoice, From Whom Purchased, Address, Ledger Folio or L.F., and Amount of Invoice.

Four Factories

are now required to supply the steadily increasing demand for

Shredded Wheat

Two in Niagara Falls, N. Y. One in Oakland, California
One in Niagara Falls, Ontario

all model, sanitary factories. The growth of Shredded Wheat is one of the industrial achievements of our time—no premiums, no bribes, no coupons—just the cleanest, purest, best cereal food made. You are in good company when you distribute this product.

This Biscuit is packed in odorless spruce wood cases, which may be easily sold for 10 or 15 cents, thereby adding to the grocer's profits.



Made only by

The

Shredded Wheat Co.



THE NEW RYZON BAKING BOOK IS OFF THE PRESS

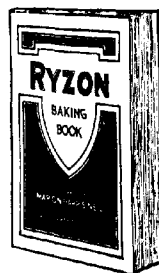
This book is recognized as the first practical manual for the preparation of foods requiring baking powder, and the only one that gives accurate directions.

About 10,000 women, enough interested in cooking to compete for RYZON recipe prizes, helped make this book, and well-known experts contributed master recipes and other assistance. A RYZON BAKING BOOK is being mailed to each of these and we are planning a further distribution of the book through the cooperation of the grocer.

This will mean more RYZON business and more home baking, which is in the interest of the grocer who sells flour, eggs, butter, sugar, nuts, raisins, salt, spices, extracts, etc., for home baking.

In the interest of all concerned—RYZON—The Perfect Baking Powder.

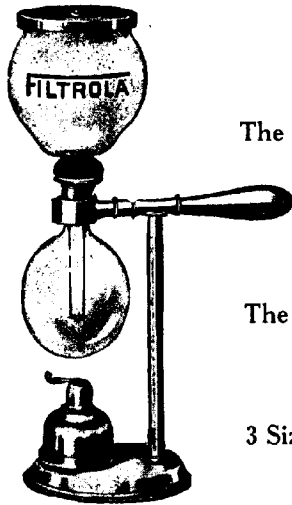
GENERAL CHEMICAL CO.
FOOD DEPARTMENT
NEW YORK



MONTHLY SUMMARY OF BUSINESS, 1916.

	Net Sales.		Buying Expense.		Selling Expense.		Delivery Expense.		General Expense.						Per cent of Net Sales.				
	Credit.	Cash.	Total.	Salaries Wages of Buying Force.	Miscellaneous Buying Expense.	Salaries Wages of Selling Force.	Advertising.	Miscellaneous Selling Expense.	Salaries and Wages of Delivery Force.	Miscellaneous Delivery Expense.	Management and Office Salaries.	Office Supplies and Expenses.	Insurance on Stock and Equipment.	Taxes on Stock and Equipment.		Losses from Bad Debts.	Miscellaneous General Expense.	Rent.	Total Expense.
Jan.	\$3,356.31	\$1,201.65	\$4,657.96	\$25.00	\$14.00	\$177.33	\$40.00	\$3.75	\$102.67	\$8.08	\$280.00	\$22.03	\$1.61	\$2.50	\$33.56	\$26.70	\$71.26	\$787.57	16.9
Feb.																			
Mar.																			
Apr.																			
May																			
June																			
July																			
Aug.																			
Sept.																			
Oct.																			
Nov.																			
Dec.																			
Total.																			
Per cent of Net Sales.																			

FORM A—BEING A RECORD OF MONTHLY COMPARISONS OF EXPENSES AND RAIDS



U. S. Patents
July 6-1916.
Jan. 4-1916.
April 25-1916.

THE FILTROLA

The only non-metallic
Coffee Maker in the World

Improves YOUR Coffee 50%

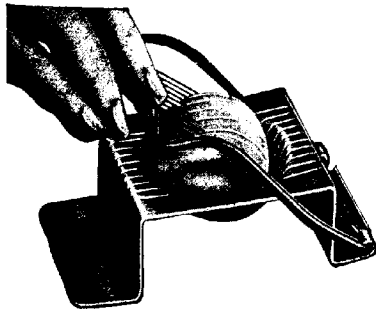
The Ideal Sales Promoter for the Modern
Coffee Merchant.

3 Sizes: 4 cup, \$5.00; 6 cup, \$6.50; 8 cup,
\$7.50.

Write for Trade Discounts

Crystal Percolator Company, Inc.
44 East 23rd Street New York

One Operation Slices Egg or Potato!



Dept. B—

The "Gem" Egg Slicer is a new specialty for the convenience of the housewife. It cuts Eggs, Potatoes, Beets, etc., into uniform slices. Cutting tray, pure Aluminum; cutting handle, nickel plated with automatically strung piano wires.

An Exquisite Premium

Crystal Percolator Co., Inc.
44 E. 23rd St., New York

When Writing Advertisers, Kindly Mention THE TEA AND COFFEE TRADE JOURNAL

The postings are made direct from this book into the purchase ledger, and the total at the end of the month carried to the debit of merchandise purchases and to the credit of accounts payable.

Where the business is departmentalized a more elaborate form of invoice book should be used, giving departmental subdivisions of purchases.

SALES AND CREDIT TICKETS

The use of sales and credit tickets for recording sales and sales returns has become almost universal.

A sales ticket must be made out for every sale, and the daily total of these gives the sales for the day. The cash sales tickets are checked against the cash received and the charge tickets go to the bookkeeper. Credit tickets must be made out for credits to customers, and these likewise go to the bookkeeper.

LEDGER

The accounts in the ledger should be arranged in the following order:

1. General accounts,
2. Accounts with trade creditors,
3. Accounts with trade debtors,

allotting to each class such space in the ledger as may be necessary.

The general accounts should be arranged in logical order. (See arrangement of accounts.)

Accounts with trade creditors and with trade debtors should be arranged alphabetically, using preferably a loose-leaf ledger.

Where the volume of business permits, it is advisable to use three ledgers—a general ledger, a purchase ledger and a sales ledger—keeping controlling accounts of the purchase ledger and the sales ledger in the general ledger.

Where only one ledger is used it should be divided into three sections corresponding with the above.

The balances of the purchase ledger and of the sales ledger, or of these sections of the ledger if only one book is used, must agree with the balances of the accounts payable account and of the accounts receivable account. The advantage of these controlling accounts is that the aggregate of accounts payable and of accounts receivable can be had at any time without listing the balances of the individual accounts.

Customers are charged with goods purchased direct from the charge tickets. These tickets are first listed, then turned over to the bookkeeper, who posts them to the debit of the proper accounts, listing the amounts as he posts, then comparing his total with that of the first list, which must agree. Credit entries for allowances, reductions, cash discounts, or returned goods, are made

from credit tickets in exactly the same manner.

Posting to the ledger therefore must come from one of four sources—the cash book, the journal, the invoice book, or the sales and credit tickets.

MONTHLY SUMMARY OF BUSINESS

This record, Form A, will be found very useful for monthly and yearly comparisons of expenses and ratios. It is arranged with columns for sales, both cash and credit and total, and for the various expenses of the business. The figures of this statement are taken from the ledger.

Each month the figures for that month should be added to the previous total, so that the record will give the totals from the first of the year to date as well as the monthly totals.

(To be continued)

SYSTEM AND SALESMANSHIP

Helpful suggestions on organization, advertising and sales factors, for Executives, Store Managers and Clerks

GROCERY SALES STIMULATORS

Wherein a Live Dealer Gives a Few Good Pointers from His Sales Building Experience

By WALTER ENGARD
London, Ohio

HERE are some concrete suggestions from the pen of a practical grocer, showing how the dealer can speed up sales. They have all been worked out successfully and their effectiveness proven.

CONCENTRATING SALES EFFORTS

The best plan we have ever tried to get the sales force to show their ability as salesmen is by concentrating all the efforts upon some one special or seasonal article. We take a new article each day, make a display of it upon our display counter, marking it with the price, also some few remarks about it. Then we give the clerks some selling talks and tell them that we want them to call this article to the attention of every person who comes into the store on that day. This plan has increased not only the sales but also the efficiency of the clerks.

WINDOW SIGNS

The best signs I ever used for the window were circular and half-circular signs. These were made of common wrapping paper and painted in two colors. These signs are used to announce something special for the day or to

The Reputation and Standing of
Walter Baker & Co.'s
Cocoa and Chocolate
Preparations



Registered,
 U. S. Pat. Off.

Have been built up by years of fair dealing, of honest manufacturing, an unwavering policy of maintaining the high quality of the goods and by extensive and persistent advertising. This means for the grocer a steady and increasing demand from satisfied customers, in the long run by far the most profitable trade.

The genuine Baker's Cocoa and Baker's Chocolate have this trade-mark on the package and are made only by

WALTER BAKER & CO. Ltd.

Established 1788

Dorchester, Mass.

NOTICE!

**JOBBER, RETAILERS,
 CONSUMERS**

The Bureau of Chemistry, U. S. Department of Agriculture, has ruled: "Salad Dressing, if made with oil, must be labeled to indicate the kind of oil used, unless that oil is Olive Oil."

"That 'MAYONNAISE' cannot appear anywhere on the package unless eggs are used."

There are any number of Salad Dressings made with cottonseed oil, without the proper indication appearing on the label.

The word "MAYONNAISE" appears plainly on a good many products not containing any eggs.

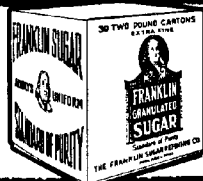
There are a good many Salad Dressings on the market containing neither oil nor eggs.

The Jobber, Retailer and Consumer should learn to discriminate between these various so-called "Mayonnaise" and "Salad Dressings."

All food products should be plainly labeled and branded in accordance with the rulings of the Bureau of Chemistry, U. S. Department of Agriculture.

POMPEIAN OLIVE OIL SALAD DRESSING is guaranteed GENUINE MAYONNAISE, prepared with Pure, Fresh Olive Oil, Selected Fresh Eggs, Pure Vinegar, and Pure Selected Spices. Contains NO artificial color, NO starch, NO gum, NO fillers of any kind.

THE POMPEIAN COMPANY
 Baltimore, U. S. A.



Sugar Points NUMBER
"Convenience" 2

FRANKLIN CARTON SUGAR is not only the most convenient to sell because it is packed in sealed, ready-weighted cartons, but the weight per container has also been arranged with thought for the grocer's buying requirements. We pack Franklin Fine Granulated in 2-pound cartons, 60 pounds and 120 pounds to the container; Franklin Dainty Lumps (small cubes) in 1 pound and 2 pound cartons, 48 pounds to the container; Franklin Powdered and Franklin XXXX (Confectioners' Lozenge) in 1 pound cartons, 24 pounds to the container. Therefore Franklin Carton Sugar is easy for you to buy in accordance with the exact needs of your trade.

Made from Sugar Cane—Full Weight Guaranteed

THE FRANKLIN SUGAR REFINING CO., PHILADELPHIA

When Writing Advertisers, Kindly Mention THE TEA AND COFFEE TRADE JOURNAL

call the attention of passersby to the window display. The circular signs are used in the center of the window on the glass. The half-circular signs are used in the four corners. You don't need to be an expert sign painter to use these signs; all that is necessary is some paint and a brush and then to put it on neatly. They attract attention better than anything I have ever seen and the cost is nothing.

CANNED GOODS DISPLAY

Fall is here and your canned goods are rolling in. Here is a good way to start them selling. Take canned pineapple, for instance, for this will probably be the first in. Make a circular column just inside of the front door where everybody will see it. Build it just as high as possible—to the ceiling if you can—then place a large sign upon it, reading:

NEW GOODS
HAWAIIAN SLICED PINEAPPLE
50c. A CAN—\$2.00 A DOZEN
Order a Dozen To-day and Save Money

This same plan can be used for all of your canned goods and you will sell more than you have any idea of.

A SALE AVERAGE

Every retail store should have a sale average. Take the number of sales made during the day and the amount of money received and find the average for each sale. If it should be 40 cents, tell your clerks you want them to make the store average 50 cents. They can do this easily by selling the higher-priced articles and by suggesting articles to every person. If they can bring the sale average up, they will be of more value to the store and you can increase their salary if they can increase your net profits. Keep up this method and it will be only a short time until your sale average will be way-up-there. It will increase the efficiency of your clerks, also your net profits, and decrease your cost of doing business.

SUGGESTING

Instruct your clerks to have two articles in mind which they can suggest to the customer

whom they are going to wait upon or talk to over the telephone. They will not sell every time but they will sell one out of every three times. Investigation has proved this. This is a very simple method for increasing sales and should be used in every retail store.

BACON ENDS

Ends of bacon usually lie around until they become dried up and moldy and have to be thrown out, causing the grocer a big loss each year. The best method of disposing of these ends is to have a box, finished nicely, in which to keep them. This box should be set up near the front of the store, where people coming in can see it. A card should be placed upon it, reading, "BACON ENDS AT $\frac{1}{2}$ PRICE. NICE FOR BAKING BEANS, ETC." In this way you will be able to clean up the majority of them and eliminate much loss.

TALKS TO CLERKS

Some Suggestions of Value for the Boys Behind the Counter

By W. E. SWEENEY

MANY helpful suggestions as to how any tea, coffee or grocery salesman can enhance his value to his employer will be found in these talks.

THE DINING ROOM TABLE IS THE FINAL TEST

You can sell a good, drinkable coffee for 20 cents—and you don't have to put an ounce of Rio in it. But even at that a 20-cent article isn't going to build up a permanent coffee trade.

To be able to discriminate—to be able to size up your customer's coffee taste and tea taste and pineapple taste is the first study of real salesmanship. People are constantly driven away from stores because salesmen haven't the nerve to talk high-grade goods. Don't get the impression that a low price is always the drawing card. Don't run away with the idea that people don't know values. The public is just as well posted as you; and remember that the dining room table is the final test.

To be sure, cheap coffee can be made delicious, but it takes an artist to do the trick.



Empire Hardware Company

Grocers' Butchers' **STORE FURNISHINGS** Bakers' Restaurants

SCALES, CANISTERS, SHOW CASES, REFRIGERATORS, Etc.

ELECTRIC COFFEE MILLS

85 Warren St. Between Greenwich Street and West Broadway **New York City**

Write for complete Catalogue



American Sugar Refining Company

Sell Sugar in Packages, Too

Scores of foods have graduated in your store from the open barrel to the package shelf—to your profit. Put sugar selling on the same more profitable basis. Domino Granulated Sugar in packages saves your time and temper—increases your service and customers' satisfaction.

Domino Granulated Sugar in packages is all cane—of the highest degree of quality and cleanliness. It is packed in 2 and 5 pound cartons, and in 5, 10, 25 and 50 pound non-sifting bags. Domino Cane Sugar is also sold in Tablet, Powdered and Confectioners forms in packages.

American Sugar Refining Company

The Most Complete Line of Sugar in the World

Mr. Grocerymen & Mr. Butcher

"Thinking well is wise; planning well wiser; doing well wisest and best of all." You'll be measuring up to the third degree when you install A COLES COFFEE MILL or A COLES MEAT CHOPPER in your business. They're unquestionably the most dependable machines made—practical, thoroughly efficient. Get OUR NEW CATALOGUE and find out all about them. The pendulum is bound to swing back.

Coles Manufacturing Co. 23d & TURNER STS.,
PHILADELPHIA.

We were invited to have supper recently at a big camp where we supplied the coffee, being the successful bidder. "Is it possible?" we exclaimed, and the man of color in a spotless white uniform, answered, "Yaas, sir, that's your goods."

That same coffee, if sent to the average home, would have tasted simply vile when served.

Know your customers, boys; get their ideas of price and let them do a lot of talking about what they think coffee should taste like; then you have a road to travel on.

Take a cue from some of the clever drummers who come into your store for the first time. Watch how they feel out the boss, say, on a line of rice samples. These men catch every word he says, every comment he makes, until his true ideas about the quality of rice a store should sell have been caught, and then their line of talk is made easy.

WOMEN LIKE CONSIDERATION

Often a woman will land at the counter with several bundles. Don't wait until she asks you to wrap them together for her. Suggest doing it yourself. It shows a nice, courteous consideration. Don't let a woman struggle with a basket of goods if the trolley stops at your corner. If the young one is crying ask the mother if you may give it a chocolate drop. Fish out a chair where you see an indication of weariness or old age. Little things these are, to be sure, but big friendship-binding factors. Many a corner is turned until the customer gets to the store where "that accommodating clerk" works. Put these little things into practice. It takes no special talent, no extra labor. The reward is big.

FRED MASON CONVALESCENT

Fred Mason, vice-president and general manager of The Shredded Wheat Company, who was taken ill with phlebitis in New York on June 24, and brought to his home in Niagara Falls on a stretcher two weeks later, is now convalescent. Mr. Mason's many friends, both in and outside of the trade, will be glad to learn that his physician has permitted him to take up the reins of business once more and that he is now "back in harness."

STORE AND SHOW DISPLAY

The newest ideas in window dressing and store arrangement; unusual indoor and outdoor publicity

ATTRACTIVE CUT-OUT DISPLAY

Life-Like Cut-Outs, Show Cards and Festoons of Paper Ribbons Add Greatly to Its Effectiveness

CUTOUTS and showcards are playing a prominent part in recent window and store displays arranged by coffee, tea and grocery stores, some of the effects produced by the aid of these advertising devices being extremely life like and convincing.

The accompanying illustration shows a window in the store of R. B. Muller & Co., Hartford, Conn., in which good use was made of two large Yuban cutouts of a pretty woman, attired in



EFFECTIVE USE OF CUTOUTS

negligée, sipping her morning cup of coffee which, it would seem, has been prepared in the percolator standing on the tray before her.

On the screens forming the background a sign reading, "The Arbuckle Guest Coffee" at "The Private Coffee of the Greatest Coffee Merchants." A neatly lettered white card announces "Yuban Coffee, 35c. Pound." The cans of Yuban coffee are effectively arranged to harmonize with the cutouts. Festoons of feather-edged paper ribbons hang from the ceiling.

C. D. GREGG TEA & COFFEE COMPANY

"The Coffee that's best by test"

IMPORTERS & ROASTERS, High Grade Coffees & Teas
SPECIALISTS IN CUP SELECTIONS

Samples and Prices furnished on request

Offices and Mills

76 FRONT STREET,

NEW YORK

S.A. SCHONBRUNN & CO.

83 Front Street, New York

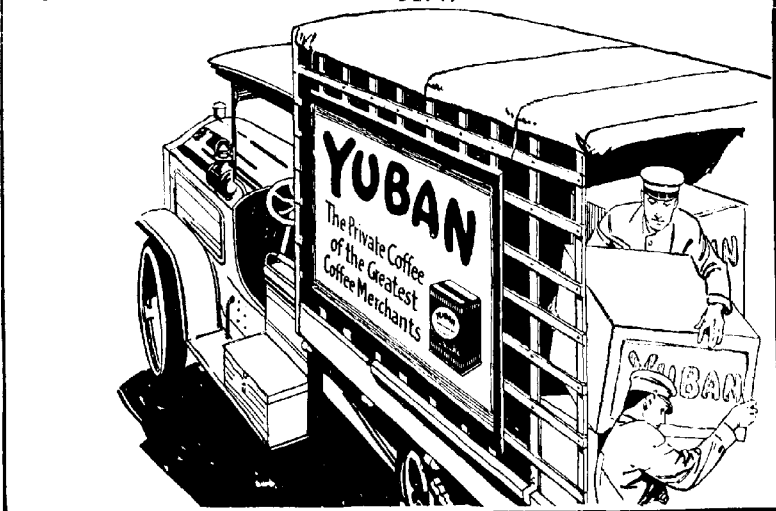
Importers and Roasters of Coffee

DISTRIBUTORS COFFEE OF QUALITY

Samples and prices that will bear competition, furnished on request.

Over 8000 grocers in Greater New York alone supply Yuban regularly to their trade. Do you?

ARBUCKLE BROTHERS YUBAN COFFEE DEPT. NEW YORK CITY



When Your Customer Orders Knox Sparkling Gelatine No. 1 Tell Her About Knox Acidulated Gelatine No. 3

with its extra envelope of lemon flavor. She'll buy both and thank you for it, because this extra flavor saves her time and work when she wishes to prepare a dessert in a hurry. It's good business, too, because every package you sell pays you a splendid profit and making two good sales instead of one is always good business.

Write us for free display material and get the sales our advertising is sending you

CHARLES B. KNOX COMPANY, Inc., Johnstown, New York

INFORMATION BUREAU

THE TEA AND COFFEE TRADE JOURNAL'S Information Bureau is free to readers. If you want names and addresses of manufacturers of anything required for use or sale in a tea, coffee and spice store, grocery store, or coffee and spice factory, write us. If you want to know where to purchase supplies at first hands, whether store or factory fixtures, green or roasted coffees, teas, spices, baking powders, china, crockery, glassware and other premium specialties, this Bureau can serve you.

THE QUESTION BOX

All queries of general trade interest will be answered in this column free of charge. Address Info. Bureau, THE TEA AND COFFEE TRADE JOURNAL.

MUSTARD MACHINERY

W. R. L., Sakchi, India, writes: "Will you kindly furnish me with the names and addresses of manufacturers of machinery suitable for hulling and grinding mustard seeds?"

Paul Gehring & Co., 1950 West Ohio street, Chicago; Jabez Burns & Sons, 600 West Forty-third street, New York; P. E. Campbell, 51 Laurel street, Philadelphia.

ALUMINUM GOODS AND PREMIUM SERVICE

H. A. B., Elgin, Ill., writes: "Can you give me the names and addresses of firms issuing premium catalogues and rendering premium service; also the names and addresses of aluminum goods manufacturers?"

John Newton Porter Company, 361 Broadway, New York, and The Hamilton Corporation, 2 West Forty-fifth street, New York, issue premium catalogues and sell premium service.

The following are leading manufacturers of aluminum goods: Monarch Aluminum Company, 4613 Payne avenue, Cleveland, Ohio; E. A. Fargo Company, Taunton, Mass.; George H. Bowman Company, Cleveland, Ohio; The Aluminum Cooking Utensil Company, New Kensington, Pa.; Toledo Cooker Company, Toledo, Ohio; National Aluminum Works, Wellsville, N. Y.; Buckeye Aluminum Company, Wooster, Ohio.

TEA AND COFFEE CONTAINERS

C. J. C., San Francisco, Cal., writes: "Will you please give me the names and addresses of manufacturers of tea and coffee containers in tin, cardboard, glass and paraffin with inner seals? Also state which material is the cheapest, most hygienic and most desirable to use."

Columbia Can Company, St. Louis, Mo. (tin, plain and decorated); American Can Company, San Francisco, Cal. (tin and fiber); Heekin Can Company, Cincinnati, Ohio (tin, plain and decorated); New Orleans Can Company, New Orleans, La. (tin, plain and decorated); Canister

Company, Phillipsburg, N. J. (fiber); J. C. Jaeger, 390 Hudson street, New York (tin); National Can Company, Detroit, Mich. (tin); E. G. Bros. Glass Manufacturing Company (glass); Hazel-Atlas Glass Company, Wheeling, W. Va. (glass); Single Service Package Corporation, America, 326 Hudson street, New York (paraffin); American Mono Service Company, Newark, N. J. (paraffin).

As regards the utility of these types of tea and coffee containers, it all depends on conditions. Generally tin is used for the better grades of coffee. The fiber or cardboard packages are usually less expensive, and therefore better suited to the cheaper grades. Glass and paraffin packages have not been used for coffee to any extent. What is known as the composite package, having tin top and bottom and fiber sides, is the most popular container for tea, although cardboard, tin and lead are used to a considerable extent, and it is largely a matter of opinion which is the most desirable.

INFORMATION FOR BUYERS

Pithy Suggestions as to Where to Buy to the Best Advantage—News of the Manufacturing Field.

NEW PEANUT BUTTER GRINDER

The peanut butter grinder patent which was granted to Albert P. Grohens, general manager of the Lambert Machine Company, Marshall Mich., on June 20, 1916, was for improvements in mills having for their object a simple and efficient means for grinding peanuts into lumpy or smooth paste, also for feeding the peanut meat to spirally constructed grinding burs, whereby the meats will be pressed and thoroughly ground to a paste-like form.

The Grohens grinding machine comprises a casing, a feeding mechanism, an inner grinding bur and an outer grinding bur. The burs are provided with transversely and circumferentially extending grooves formed upon the abutting face thereof, notches in outer bur to facilitate the feeding of material to the grinding faces, the inner bur being provided with feeding notches extending at an angle to the longitudinally extending grooves formed in the grinding face of inner bur.

H.F. HEACOCK, 51 N. Second St., Philadelphia, Pa.
Makers of Fine Tea and Coffee Canisters

The style shown here holds 50 lbs. of Coffee. We sell these in lots of 1 to 50. Send for quotations.

GROCERS' AND BUTCHERS' FITTINGS of All Styles

Write for Illustrated Catalogue

The troubles of the grocer and how to stop them

*Nothing on the market today does so much
to help grocers and butchers make money
as the modern National Cash Register*

Some things our complete new model does

It accurately records all transactions between clerks and customers.

In two seconds it prints a receipt or sales-slip showing the amount paid or charged.

It gives the merchant the cheapest, most direct, and most effective advertising of his store and service.

It prints a visible list showing 42 of the last transactions. This tells the merchant what is done when he is away from the store.

It stops disputes with customers about money and accounts.

It tells the total number of customers daily.

It tells how many customers each clerk waits on and the amount of his sales.

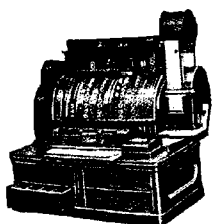
It saves the merchant's time.

It frees him from work and worry.

It attracts trade and increases profits.

A good location is important. A clean, well-arranged store is important. A good volume of trade is important.

The most important thing of all is to take care of the money customers give you in exchange for goods.



National Cash Registers do this, and do it better than it can be done in any other way. And this particular "National" is the one we recommend to grocers and butchers and general storekeepers.

For further information mail in the coupon today, or write

**The National Cash Register Co.
Dayton, Ohio**

Please send me the "Hints for Grocers" booklet. I saw your "Troubles of the Grocer" advertisement and am interested. This does not obligate me to buy.

Name

Address

**The National Cash Register Company
Dayton, Ohio**

When Writing Advertisers, Kindly Mention THE TEA AND COFFEE TRADE JOURNAL

The inner bur is also provided with elongated notches radiating from one side of feeding grooves of inner bur and extending at an angle to the side edge of feeding grooves to facilitate the directing of material upon the grinding faces of the burrs.

CHANGES IN "TANGLEFOOT" FLY PAPER

To obtain a distinctive size and package by which its manufacture may be readily recognized, The O. & W. Thum Company, Grand Rapids, Mich., has made the following changes in "Tanglefoot" Fly Paper:

The size of the sheet is now 8 inches by 14½ inches.

The company has adopted the "Tanglefoot" Handy Package, which is a sealed envelope of transparent moisture-proof paper, containing five double sheets, to retail at 10 cents.

In each "Tanglefoot" Handy Package will be placed a suitable advertising card, designed to stiffen the package and offer space for advertising to the consumer.

The consumer will now get five double sheets for 10 cents, whereas he has usually had but four. The retailer will make larger individual sales and save the labor and expense of wrapping 5-cent purchases. "Tanglefoot" Handy Package will protect the contents from climatic influences and rough handling. This new size will be quite generally introduced in the East this year and in the far western part of the country next year.

OBITUARY

CHARLES GULDEN

Charles Gulden, mustard manufacturer, who died in New York on August 14, started a mustard mill with the late M. H. Dudley in this city in 1866. To-day Gulden's Mustard is a standard article and sold all over the world.

Mr. Gulden directed the executors to incorporate the business he conducted at 40-50 Elizabeth street, New York, and turn over two-thirds of the capital stock to his son, Frank Gulden; also that his four daughters each receive one-twelfth of the capital stock in addition to \$100,000 in cash each. Besides many small bequests the will directs that all employees of twenty years' service shall have \$250 each. Emma Snedecker, a daughter, and Walter Livingston Titus, a son-in-law, are named as executors.

MAINLY ABOUT PEOPLE

News About Men in the Trade at Work and at Play

WALTER E. BLAKE, of Williams, Russell & Co., coffee brokers, New York, returned August 29 from a two months' European trip, during the course of which he visited Herman Sielcken at his Baden-Baden home. Mr. Blake stated that he found Mr. Sielcken enjoying good health and anxious to visit this country again, but this probably will not be possible until the end of the war. Mr. Blake also stated that the coffee business is at a standstill in Germany, the stocks there being almost entirely depleted.

CHARLES LEWIS, of the James Heckin Company, Cincinnati, and chairman of the publicity committee of the National Coffee Roasters' Association, spent the month of August touring the East in his automobile. He visited many points in the Catskill, Adirondack and White Mountains, and returned to Cincinnati by way of the Berkshires. During the course of his trip he paid his respects to his friends in the New York coffee market.

E. J. GILLIES, of Ross W. Weir & Co., Inc., New York, left the latter part of August for an auto trip to Denver, Col. He plans to follow the Lincoln Highway, and will stop at various points of interest en route. He will take several side trips to the many pleasure resorts in the vicinity of Denver.

ROSS W. WEIR, president of the National Coffee Roasters' Association, left New York September 7 for his annual pilgrimage to the wilds of Maine. He will spend the time at Kineo, after which he will go to his "Way Down East" camp, there to follow his favorite sports, fishing and hunting. He expects to be gone about four weeks.


EDWARD A. KAUS, New York manager for C. E. Bickford & Co., recently made a flying trip to San Francisco with Edward H. O'Brien, president of the company. Mr. Kaus was away from New York but two weeks, and he called upon the trade in many of the larger coffee-roasting centers en route.



MCCORMICK & CO., INC.
BALTIMORE, MD.

Bee Brand Spices and Extracts, Banquet Tea





Only Coffee in the United States, Roasted, Ground and Packed on plantation in native country.

THE COFFEE that received the **FIRST GRAND PRIZE** at the International Exhibition of San Francisco, Cal., was the **GUATEMALA COFFEE**.

Guaranteed under the Pure Food and Drug Act

IRISH TEA BUILDS TRADE



Because
IT'S A REPEATER

IT WILL BRING YOU NEW
BUSINESS AND HOLD IT

LAPPIN TEA COMPANY
190 Duane Street NEW YORK

TRICOLORATOR "THE" COFFEE MAKER

The Aluminum Bowl
Makes Perfect Coffee
Thru Paper Filters

While the

Almost Unbreakable
China Urn Retains
The Flavor and Color



Use our Advertising Department main-
tained for "better coffee making."
Copy revised and written without charge.

The Tricolorator Co.
CHICAGO

SALIENT TRADE NOTES

Accompanied by 140 grocers from all parts of New England, members of the Berry-Dodge Company, coffee and tea importer, Boston, recently visited Washington, D. C., in two special cars and a dining car, and were received by President Wilson.

Two Burns No. 1 coal-fuel roasters with tiptop cooling and stoning apparatus, also a mixer and milling machine for green coffee, have been installed in the coffee roasting department of The National Grocery Company, Jersey City, N. J.

A fire in Arncliffe Bros. coffee plant, 49-51 John street, Brooklyn, on August 22, destroyed, it is estimated, about \$25,000 worth of coffee and property.

The demand of the Greek trade for the finest powdered coffee has caused Allen, Slade & Co., wholesale grocers and coffee roasters, Fall River, Mass., to add a "Challenge" pulverizer to their plant.

The California Association of Olive Growers has been incorporated for \$300,000, to promote the growing and marketing of olives, erecting pressing plants, warehouses, salesrooms, etc. The incorporators are C. J. Martin, Jr., R. L. Underhill, F. E. Magill, L. J. Robinowitz, L. Sapiro, San Francisco; Martin D. Sapiro, S. Ehrlick, Oakland; Return Roberts, Madero; L. Crichton, Corning; L. M. Higgins, Carpinteria, and E. J. Harper, Los Angeles. It is planned to raise a publicity fund of \$100,000 from among the 1,500 olive growers of California to widen the market for olives produced in that State.

A Burns No. 1 granulator with chaff remover and a special stoning machine for roasted coffee have been installed by Butler Bros., general merchandise wholesalers, in the coffee department of their Chicago factory.

The Mahan Grocery Company, wholesale grocer, capital \$250,000, is a new concern recently incorporated at Winchester, Ky. A. T. Siler, T. B.

Mahan, J. M. Ellison and A. B. Mahan are the incorporators.

The Royal Tea Company, coffee, tea and spice importer, Chicago, will shortly install two 2-bag "Jubilee" gas roasters, with tiptop cooler and stoner having flexible-arm cooler box connections.

The C. P. Comerford Company, importer, coffee roaster, manufacturer and packer, Lowell, Mass., is removing this month to its larger recently-purchased quarters, 80-82 Chapel street. The coffee department is equipped with up-to-date automatic machinery.

A Burns half-bag coffee roasting outfit, operating in full view of customers, is a feature recently added to their grocery department by H. Batterman & Co., department store, Broadway and Flushing avenue, Brooklyn.

Griggs, Cooper & Co., manufacturing wholesale grocers, St. Paul, have six employees who are members of the National Guard, and are now serving on the Mexican border. They are being paid by the firm the difference between their regular salaries and the army pay, and their positions are being held awaiting their return.

Another No. 1 Burns granulator and a "Challenge" pulverizer have been added to the coffee equipment of the Cooper Grocery Company, Waco, Tex.

The United Economy Grocers is a new chain grocery store concern recently incorporated at Buffalo, and the board of directors consists of Albert Nelson, Philadelphia; Bruno S. Linnetty, G. A. Munnay, E. S. Stutt, Buffalo, and Ira T. Bayliss, Lockport, N. Y.

Walter Flatow, formerly employed by C. E. Bickford & Co., San Francisco, is now a coffee broker in Los Angeles. His new sample roasting and testing apparatus includes a Burns three-cylinder tilting outfit, stone-top table, etc.

The Smart & Final Company, wholesale grocer, with houses at Santa Ana and Wilmington, Cal., is the new name of the Santa Ana Wholesale

SAUER'S
FLAVORING EXTRACTS
 Largest Selling Brand IN THE U. S.
 Awarded
 Highest and Only Grand Prix at the
 Panama-Pacific Exposition, also
 15 other highest awards for
 Purity, Strength and Fine Flavor
 Prices 10c., 25c., 35c., 50c., \$1.00
 C. F. SAUER CO., Richmond, Va.

Coffee Sermonettes

Being a series of Sales Talks, Pointing the Way to Increased Coffee Business.

No. 5—Installing a Coffee Department.

Most grocers do not maintain a separate and distinct coffee department, although there are many advantages in installing one. A retail grocer's coffee business should stand on its own merits. A separate department would attract customers and speed up sales. It would enable a grocer more easily to keep a record of coffee sales and thus learn definitely his profits from this branch of his business.

If space permits, separate your coffee section from the rest of the store and maintain a coffee demonstration counter as a permanent feature. Such a department you can arrange after the fashion of a booth at a food show, with the demonstration outfit in the center, small pyramids or dishes of green and roasted coffees on the counter, and package goods grouped about. This coffee booth or department, in order to make it still more attractive, may be ornamented with imitation coffee leaves and berries, with perhaps a palm or two to add a tropical touch to the picture.

If your store space is limited, set aside a portion of the counter and use the shelves directly behind it exclusively for coffee, placing the bins for whole coffee in this department and displaying the various brands on the shelves. A glass display case in which to show samples of both green and roasted coffees in the bean and ground, also coffee in parchment, etc., might rest conspicuously on the counter. It will pay you to feature one brand, displaying it prominently on the counter. Suitable decorations and placards should be used to identify this section of the store as your coffee department. The demonstration feature, of course, can also be made a permanent attraction here as well as with the booth plan.

Coffee is important enough, and can be made profitable enough, to warrant all the thought and attention you can give it and by departmentizing your coffee business you are taking a step in the right direction. This department, too, will afford you the opportunity of handing out advertising orders and inexpensive novelties, if you like, and the daily coffee demonstrations will prove a permanent advertisement of great business-getting value with the housewives of your community.

Let us help you solve your coffee problems. Write for detailed information concerning coffee sales plans and quality goods.

The
William B. Harris Co.

Cup Quality Experts

Teas, Coffees, Spices

65 Front Street New York

(Copyright)

Warner's

EXTRA FINE GRANULATED SUGAR

Just across the Hudson from Riverside Drive, day and night, year in and year out, the colossal Warner Refinery is producing a full line of the finest sugars the world has ever seen.

None but cane sugar enters this refinery, none but the most skilled labor, improved processes and latest automatic machinery are employed.

Whether it be our extra fine granulated in handy, attractive 2, 3½ and 5 lb. cartons, our dainty cubes for coffee and tea, or any one of our 27 kinds of sugar in bags, barrels or boxes, you will always find each the best of its kind, a dependable holder of trade.

WARNER SUGAR REFINING CO.
79 Wall Street, New York



When Writing Advertisers, Kindly Mention THE TEA AND COFFEE TRADE JOURNAL.

Grocery Company. The capital stock is now \$175,000, and the board of directors is composed of James S. Smart, H. D. Final, A. E. Bennett, C. A. Miller, E. J. Cranston, Frank D. Freeman and W. W. Simon.

Evertsen & Borling (Wallabout Mills), Brooklyn, are installing Burns machinery for the thorough milling and separating of green coffees.

F. O. Savoie & Co., wholesale grocers, Kankakee, Ill., have been incorporated, with a capital stock of \$65,000.

Robinson Bros., wholesale grain dealers, Shreveport, La., who have entered the coffee business, are installing a two-bag Burns gas-fuel roaster, shelf-cooler and stoner, sifter for roasted coffee, No. 11 grinding mill and mixer for ground coffee.

Werner & Brandon, Inc., \$25,000 capital, has been incorporated in Brooklyn, to deal in coffee, tea, spices, etc. The incorporators are L. E. Werner, L. A. Walton and F. R. Moore, 247 West Forty-sixth street, New York.

Charles N. Miller, manufacturing confectioner, Boston, has recently put in operation a Burns two-bag peanut roaster, with special cylinder, cooling apparatus, etc.

The Morgan W. Wickersham Company, manufacturer of "Triangle" vanilla, has removed from Washington, D. C., to 228 Courtland street, Baltimore.

Blumenthal Bros., cocoa and chocolate manufacturers, Philadelphia, have just installed two additional Burns No. 1 roasters and cooling apparatus.

A new No. 1 Burns coffee roaster and cooling outfit has been added to its improved equipment by The Newburgh Spice Mills, Newburgh, N. Y., in its enlarged plant at 109 Front street.

The Cheek-Neal Coffee Company opened its new plant in Richmond, Va., on September 1, and is now erecting in Houston, Tex., a new five-story coffee plant of fireproof construction,

which will occupy 35,000 square feet of space and cost \$100,000.

B. Bruns, coffee broker, Cincinnati, has equipped his office with new Burns apparatus, including a tilting cylinder outfit for roasting, a motor-driven outfit for grinding, and the latest top table for testing.

Harry J. Rohrs has equipped his new coffee store at 434 Second avenue, New York, with a half-bag Burns outfit. Four members of the Rohrs family, in separate coffee stores, have their own roasting in full view of customers.

Two Important Books For Your Library

THE MICROSCOPY OF VEGETABLE FOODS

With Special Reference to the Detection of Adulterations and the Diagnosis of Mixtures. By Andrew J. Winton, Ph.D. With the collaboration of Dr. J. S. Miller and Kate Barber Winton, Ph.D.

The miller, the brewer, the oil presser, the feed manufacturer, the canner, and the coffee and spice grinder should be conversant with the structure as well as the chemical composition of their raw materials, and this book will greatly assist them to a better understanding of the principles involved.

The new edition contains many changes bringing the book up-to-date.

715 pages, 6 x 9, 589 figures. Cloth, \$6.50 net.

MANUAL FOR THE ESSENCE INDUSTRY

By Erich Walter, Specialist in the Beverage Industry

This book comprises the most modern methods for making all kinds of essences for liquors, brandies, liquors, and all alcoholic drinks, fruit-juices, fruit-wines and jams. It also covers mineral waters; essences of fruits and other vegetable raw material; fancy lemonades of every kind; essences for confectionery, pastry and the kitchen.

430 pages, 6 x 9, 32 figures. Cloth, \$4.00 net.

THE AJAX PUBLISHING CO.
85 WALL STREET NEW YORK

GOLD MEDALS

were awarded to

G. Washington's Refined Coffee

and

G. Washington's Refined Tea

at the

Panama-California Exposition

All the crystalized goodness that is in the coffee berry and tea leaf that is good to use

Quality—Convenience—Healthfulness

Every can guaranteed to give satisfaction.

SURE TRADE GETTER



The Royal Valley Coffee Co.
Detroit, Mich.



The Brand That Gets Repeat Orders



ALEX SHEPPARD & SONS, Inc.
PHILADELPHIA

Mello

Always



Best Coffee

H. H. HIXSON & CO., Chicago, Ill.



EVERYBODY LIKES SUMORE



EVERYBODY WANTS SUMORE



E. W. D. DEPEW & CO.
NEW YORK CITY



THE TEMPLE GARDEN CO.,
NEW YORK—U. S. A.—BOSTON

Old Master Coffee

"The Auto-
crat of the
Breakfast
Table."

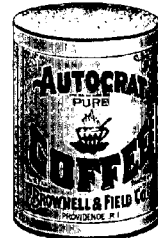
Goes Farthest, Tastes Best,
Cheapest in the End.

THE BOUR CO.
Toledo and Kansas City

'Tis Time to Begin with Colonial Inn



DENISON & CO.,
Importers and Roasters
Chicago



Write for Premium Catalogue



Eureka Coffee Co., Buffalo, N. Y.



JABURG BROS.
NEW YORK, N. Y.

Talks with Grocers On Package Coffees

No. 8—Concerning Private Brand Coffees.

"Some dealers believe that package coffee under their own label meets all the requirements necessary for the up-building of a successful coffee trade.

"Private label brands possess some of the advantages of advertised package coffees. They assure you a definite profit—there is no loss from shrinkage or overweight. The sealed package prevents a rapid loss of strength and aroma, and hence gives better satisfaction. The packages are easily and economically handled.

"Consider, however, the added points in favor of advertised brands. Persistent consumer publicity moves them off your shelves—they are assured repeaters.

"Repeat orders bring about a quick turnover, a big factor in the successful conduct of your business.

"The roaster is most likely to put the best of his buying, roasting and blending knowledge into his own brands. He relieves you of the burden of assuming responsibility for their quality and purity.

This is the advertisement of the coffee packers whose trade-marked brands are illustrated on this page. These brands are all established successes and they'll help you build a permanent coffee trade.

Want Advertisements

Subscribers are entitled to one free insertion in this department during the year.

Classified want advertisements under regular heading \$2 for twenty-five words or less. Additional words four cents each. Payable cash with order.

Help Wanted

WANTED—Machinery draftsman and millwright by growing concern engaged in the manufacture of coffee-roasting machinery. State references, experience and salary desired. Address Box 369, care of THE TEA AND COFFEE TRADE JOURNAL.

WANTED—A partner with about \$700 to invest in coffee roasting and tea business. Have best equipment; a good worker; straight, reliable. Opportunity for a good deal. Address John Walsh, 1908 Seventh Street, Seattle, Wash.

Situations Wanted

WANTED—Situation by an experienced tea and coffee salesman who has been 15 years on the road in North Carolina, working the jobbing trade, and the retail trade through the jobber, in bulk roasted coffee. I make a specialty of the large cotton mill stores direct. I know and am known all over the State; travel in my own auto; pay my own expenses and work on a commission. Can give A1 references, and none but A1 houses need apply for my services. Address Auto, Box 365, care of THE TEA AND COFFEE TRADE JOURNAL.

WANTED—Capable and experienced coffee buyer and sales manager would like to connect with some house that can use the services of a man who knows the business from A to Z. Tactful and resourceful in handling salesmen; familiar with coffee, tea, rice and sugar buying. Address Experienced, Box 364, care of THE TEA AND COFFEE TRADE JOURNAL.

Miscellaneous

FOR SALE—Up-to-date Carton Sealing Machine with particulars address Box 366, care of THE TEA AND COFFEE TRADE JOURNAL.

FOR SALE—No. 7 Burns Roaster, revolving, stoner; also No. 5 grinder; both practically new and only a short time. A genuine bargain, for only \$100. Address R. P. Osborn, 133 1/2 N. Pearl Street, Dallas, Tex.

FOR SALE—A No. 1 Burns Roaster (2 1/4 to 3 bushels capacity) with bucket elevator, shelf stoner and fan, rainout cooling pan, with 5-H. P. motor, shaftings, hangers, pulleys and belts. All in excellent condition. Address, Retiring, Box 368, care of THE TEA AND COFFEE TRADE JOURNAL.

WANTED TO BUY—One three-cylinder sample coffee roaster. Address Box 367, care of THE TEA AND COFFEE TRADE JOURNAL.

FOR SALE—Good second-hand Hobart electric coffee grinder; also roaster with capacity of one hundred coffee or half sack peanuts. Address C. V. R. Company, Olean, N. Y.

Do You Want Help? State your needs in the Classified Ad Department of THE TEA & COFFEE TRADE JOURNAL. Two Dollars is all it costs.

Do You Want a Job? Try the Want Columns of THE TEA & COFFEE TRADE JOURNAL. \$2.00 for twenty-five words or less.

Do You Want to Sell Out? Advertise in the Classified Ad Department of "The Blue Book of the Trade."

Have You a Factory or Store Equipment to Sell?

Do You Want to Buy a Business?

Are You Looking for New Capital?

Are You Seeking a Business Opportunity?

No matter what you want, THE TEA & COFFEE TRADE JOURNAL can help you. Give it a trial.

Subscribers are entitled to one free insertion in the Classified Ad Columns during the year.

THE TEA & COFFEE TRADE JOURNAL

"The Blue Book of the Trade" 79 Wall Street New York



The One Universal Language

is PICTURES. They speak to people of every tongue. Why not use their appeal to help you MAKE SALES?

Take "package" goods for instance, Picture them in your advertising literature in realistic style. Get every one familiar with their looks. Then the undecided buyer in a store will naturally indicate the brand he recognizes.

Nothing else pays as well.

Established 1889

GATCHEL & MANNING

DESIGNERS and PHOTO-ENGRAVERS
IN ONE OR MORE COLORS

Sixth and Chestnut Streets
PHILADELPHIA

When Writing Advertisers, Kindly Mention THE TEA AND COFFEE TRADE JOURNAL

HOTEL CUMBERLAND

NEW YORK, Broadway at 54th Street



Broadway cars
from Grand
Central Depot

7th Avenue Cars
from Penn'a
Station

**New and
Fireproof**

Strictly First-Class
Rates Reasonable

Rooms with Adjoining Bath
\$1.50 up

Rooms with Private Bath
\$2.00 up

Suites **\$4.00 up**

10 Minutes Walk to 40 Theatres

Send for Booklet

HARRY P. STIMSON

Formerly with Hotel Imperial

Only New York Hotel Windows Screened Throughout

Sunshine

Biscuits

**include every
Known variety
of Biscuits**

Protect Your Trade Marks and

**Your Trade Marks
will
Protect You.**

For all information and services relating
to Trade Marks, Write

**TRADE MARK TITLE CO.
Ft. Wayne, Ind.**

FOR MIXING WITH COFFEE

"Hillis Perfect Coffee Specialty"

Is by Far the Best

A mixture of 20 to 50%
or more of the H. P. C. S.
with coffee will make a
blend that will assure a
steady, repeat, satisfactory
and profitable business.

Write for samples, or
send your order for a trial
barrel or bag, to be ship-
ped on approval.

HILLIS CEREAL MFG. CO.

Rodney and Ainslie Sts.

BROOKLYN

NEW YORK

\$ \$ \$

FOR THE WAGON and STORE TEA and COFFEE MAN

Your customers all use Toilet Prepara-
tions, Flavoring Extracts, Etc.— they buy
from the corner druggist and grocery-
man. You have your trades confidence
and entre to the homes—get this busi-
ness. A sale under your label backed up by
convincing quality **means repeat
sales.**

G. H. LOWELL CO., Inc.
MANUFACTURERS

FLAVORING EXTRACTS, TOILET
REQUISITES ETC.
UNDER BUYERS LABEL

64 Reade Street

New York

READE DEPT.

COFFEE AND SUGAR STATISTICS

Compiled by "The Tea and Coffee Trade Journal" from figures received by the Coffee Exchange of the City of New York

WORLD'S VISIBLE COFFEE SUPPLY. SEPTEMBER 1, 1916

Stocks	Bags
London	582,573
Southampton	Nil
Hamburg	Nil
Bremen	Nil
Trieste	Nil
Antwerp	Nil
Netherlands	243,000
Copenhagen	2,348,000
Havre	83,100
Bordeaux	263,927
Marseilles	
Total Europe (all kinds)	
Rio	273,000
Santos	1,978,000
Bahia	28,000
United States (Brazil)	1,034,671
United States (other kinds)	

Afloats	Bags
Afloat for U. S. from Brazil	534,900
Afloat for U. S. from Europe	
Afloat for U. S. from Java and East	
Afloat for Europe from Java and East	
Afloat for Europe and North Africa from Brazil	616,000
Afloat for Europe from U. S.	
Total	7,907,704
Against August 1, 1915	9,518,571

DELIVERIES OF COFFEE IN THE UNITED STATES

Months	1916-17	1915-16
July	Brazil 264,389 All kinds 484,001	484,001
August	Brazil 365,143 All kinds 484,001	484,001
September		484,001
October		484,001
November		484,001
December		484,001
January		484,001
February		484,001
March		484,001
April		484,001
May		484,001
June		484,001
Totals	629,522	484,001

RANGE OF PRICES FOR AUGUST ON RIO No. 7 SpOT

Aug. 1	9 1/2 c	Aug. 17	9 1/2 c
Aug. 2	9 1/2 c	Aug. 18	9 1/2 c
Aug. 3	9 1/2 c	Aug. 19	9 1/2 c
Aug. 4	9 1/2 c	Aug. 21	9 1/2 c
Aug. 5	9 1/2 c	Aug. 22	9 1/2 c
Aug. 7	9 1/2 c	Aug. 23	9 1/2 c
Aug. 8	9 1/2 c	Aug. 24	9 1/2 c
Aug. 9	9 1/2 c	Aug. 25	9 1/2 c
Aug. 10	9 1/2 c	Aug. 26	9 1/2 c
Aug. 11	9 1/2 c	Aug. 28	9 1/2 c
Aug. 12	9 1/2 c	Aug. 29	9 1/2 c
Aug. 13	9 1/2 c	Aug. 30	9 1/2 c
Aug. 14	9 1/2 c	Aug. 31	9 1/2 c

SUGAR STATISTICS.

FUTURE DELIVERIES OF RAW SUGAR.

Months	1916-17	1915-16
July	Brazil 107,676 All kinds 334,796	397,759
August	Brazil 320,234 All kinds 439,271	439,271
September		439,271
October		439,271
November		439,271
December		439,271
January		439,271
February		439,271
March		439,271
April		439,271
May		439,271
June		439,271
Totals	427,910	334,796

Months	Opening	Call	Bid.	Asked.	A.	M.	P.	M.	Closing
January	3.89	3.89	3.83	3.83	3.83	3.83	3.83	3.83	3.83
February	3.72	3.74	3.74	3.74	3.68	3.68	3.68	3.68	3.68
March	3.77	3.78	3.77	3.77	3.70	3.70	3.70	3.70	3.70
April	3.81	3.80	3.80	3.80	3.73	3.73	3.73	3.73	3.73
May	3.82	3.88	3.83	3.83	3.76	3.76	3.76	3.76	3.76
June	3.85	3.89	3.86	3.86	3.79	3.79	3.79	3.79	3.79
July	3.87	3.92	3.89	3.89	3.82	3.82	3.82	3.82	3.82
August	3.88	3.95			3.85	3.85	3.85	3.85	3.85
September			4.05	4.05	4.00	4.00	4.00	4.00	4.00
October	4.08	4.10	4.10	4.10	4.04	4.04	4.04	4.04	4.04
November	4.10	4.12	4.11	4.11	4.05	4.05	4.05	4.05	4.05
December	4.08	4.09	4.08	4.08	4.00	4.00	4.00	4.00	4.00

Tea Hints for Retailers

By John H. Blake

275 pages; 24 illustrations; cloth bound

A book of practical and accurate information that will satisfactorily solve the various **TEA PROBLEMS** which every grocer, in his capacity as buyer and seller is called upon to face and which are often difficult of solution without outside help.

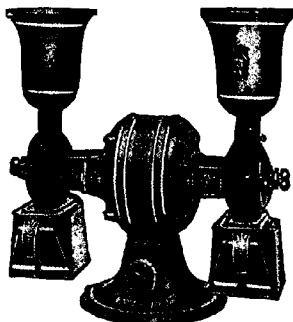
Every retail grocer should have this book and become versed in the knowledge of one of the most important items in his stock—one of the few articles on which he may make a really good profit.

Sent postpaid on receipt of \$2.10 by

The Tea and Coffee Trade Journal, Sole Agents
79 Wall Street, New York

Women are Mighty Particular About the Way Their Coffee's Ground

If they want it pulverized, they don't want it granulated—or vice versa. They always want it uniform. And, you know, you want to cater to your women customers in every particular. When you use the



No. 0862 1/2. Grinding and Pulverizing Mill.
Fitted with 1/2 and 3/4 h.p. For direct or alternating current.
Grinders connected direct with shaft of motor thus eliminating gears.

"ENTERPRISE" Hand and Power Coffee Mills

in your store, you are always sure of grinding coffee just exactly as your customers want it.

"Enterprise" Coffee Mills have over fifty years of manufacturing experience back of them. They are made by trained mechanics. Every part is standardized—replaceable at any time—ten years hence, if necessary. Can be easily taken apart for cleaning. Grinders are made of specially hardened metal by our own process.

Satisfactory results at all times are assured, as the grinding is invariably uniform.

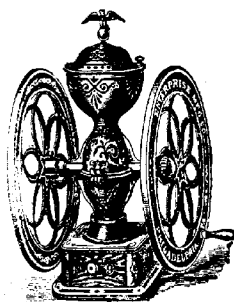
"Enterprise" Coffee Mills are handsome in appearance and will prove an ornament to every store.

Send for illustrated catalog. Free, of course.

ENTERPRISE MFG. CO. OF PA.

*Makers of Coffee Mills, Meat-and-Food
Choppers, Beef Shavers, Etc.*

PHILADELPHIA, U. S. A.



No. 2. Grinding and Pulverizing Mill.
Twenty-five turns by hand will grind a
pound of coffee as fine as required.
Height, 24 inches. Weight, 107 lbs.

29 MURRAY STREET
NEW YORK

530 GOLDEN GATE AVE.
SAN FRANCISCO, CAL.

When Writing Advertisers, Kindly Mention THE TEA AND COFFEE TRADE JOURNAL

PREMIUMS AND NOVELTIES

THE PREMIUM USERS

Business-Getting Schemes Evolved by Live Tea, Coffee and Grocery Merchants

HERE are some of the latest ginger ideas followed by tea, coffee and grocery merchants who find that premiums "help sell the goods."

GROCER GIVES ALUMINUM WARE PREMIUMS

W. H. Wildey, a grocer at Mt. Carroll, Ill., operates an ambitious premium plan by which he makes it possible for his customers to obtain Quality brand aluminum ware, manufactured by E. A. Fargo Company, Taunton, Mass., in exchange for coupons given out with all purchases. A full assortment to select from is carried on hand, and everybody can get any pieces that are wanted by saving the coupons. There is a good display of this ware in the store window.

A. & P. TEA CO. GIVES GRANITE WARE

Goods of granite ware are favorite premiums of the Great Atlantic & Pacific Tea Company. One of its recent offers was a kitchen pot or utility bowl, which was given free with a 50-cent can of A. & P. Baking Powder.

FREE STILTS TO JUVENILE COFFEE SALESMEN

The William Edwards Company, of Cleveland, Ohio, is boosting the sale of its "Glee Club" roasted coffee by encouraging boys to sell it to parents and neighbors. Grocers supply the boys with order blanks. In exchange for a few orders a boy is given a pair of stilts 59 inches in length, with strong, adjustable steps.

FAN FREE WITH TEA AND COFFEE

A handsome fan was given free as a premium with each pound of 25-cent coffee or tea sold on recent Saturday by C. D. Kenny Company, 1060 Market street, Wheeling, W. Va. A top and a whistle were given with each pound of tea or coffee another day.

CANDY SELLS TEA AND COFFEE

The Tamsui Tea Company, 924 State street, Erie, Pa., laid in a large supply of boxes of chocolates, and advertised the gift of a box of this candy to each purchaser of a pound of tea or coffee to the amount of 25 cents or more. A candy premium makes a big bid for women's trade.

GROCERY WINS TRADE WITH ALUMINUM WARE

William Kuntz & Son, who conduct a grocery and market at Dayton, Ohio, offer a wide line of aluminum cooking utensils as premiums. They issue coupons with all purchases and redeem them in these articles.

TO PROTECT PREMIUM TRADE

Harry B. Haines, secretary of the National Premium Association, announces that his organization is about to institute an educational campaign to bring to the attention of the public from coast to coast "the real truth" about the premium industry, and that the members of the organization did an aggregate business last year exceeding \$100,000,000.

According to Mr. Haines, the association will organize all interests comprising the premium industry and work for legislation to regulate the use of premiums and protect the public against fraud.

PERFECT PREMIUMS

THE STAR
FAST LINE



for Outdoor Use

CLOTHES LINE REELS

STRONG, DURABLE, ATTRACTIVE

A Convenience for every housewife who will never be without it once she uses it.

Made from the best of materials

Positively gives perfect satisfaction

THE HANDY
36 FEET LINE



Hangs any where

Extremely Low Prices.

Big Stock. Prompt Deliveries. Write today.

FEENEY MFG. CO., 1184 E. Washington St., MUNCIE, IND.

A good grinder at a very low price—accounts for the



popularity of the X-Ray. Its attractive finish and good grinding qualities appeal to the customer of limited means.

Arcade Mfg. Co.
1500 Arcade Ave.
Freeport, Ill.

*Coffee
Mill
Specialties*

TRADE
Steinfeld
MARK

FOOD CHOPPER

Is entirely different from all other Food Cutting machines on the market. It introduces improved features which make it

THE MOST ATTRACTIVE PREMIUM IN EXISTENCE FOR THE HOUSEWIFE

The most important improvement is its Simple Construction.



No Knives to Clean
No Knives to Sharpen
No Knives to Lose
It Consists of Two Simple Parts

It sharpens itself and is regulated to chop all kinds of food either Coarse, Medium or Fine by the simple adjustment of a small thumb-screw. Easily cleaned, therefore *Absolutely Sanitary*.

It is *Extensively Advertised* and sold at restricted prices. It is a Desirable Premium, as it has a known market value.

A NECESSITY FOR MODERN KITCHEN ECONOMY

Let us send you particulars and prices.

STEINFELD BROTHERS, 116-120 West 32nd St. New York



This is the Combination Vacuum Sweeper
THAT IS
Getting Big Results For Others!

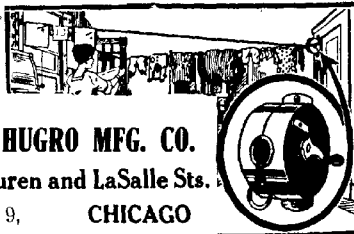
WHY NOT FOR YOU?

The machine that is being used as an advanced premium and also on the money-back plan. There is a reason why the housewife is enthusiastic over our Model T combination vacuum sweeper. It sucks out the dirt and sweeps up the surface in one operation; does double the work of the old-fashioned carpet sweeper; no general house-cleaning or tearing up of rugs with this vacuum sweeper in the home.

IF YOU WANT ONE OF THE GREATEST BUSINESS-GETTERS and the most successful premiums to tie up customers with, get in touch with us and we will tell you all about it.

THE BLUE BIRD IN-DOOR CLOTHES LINE REEL

Best Inexpensive premium ever offered. Every housewife interested.



THE HUGRO MFG. CO.
Van Buren and LaSalle Sts.

Dept. 9,

CHICAGO

PATENTED AND LICENSED UNDER
KENNEY PATENTS

C. H. MIDDENDORF
93 FRONT STREET
NEW YORK

Representing
A. DO AMARAL & CO.
LEITE, SANTOS & CO.
SANTOS, BRAZIL

Ukers' Tea and Coffee Buyer's Guide

To first hands in the Tea, Coffee, Spice and Fine Grocery Trades.

Being a carefully compiled list of the leading supply houses in the United States and Foreign Countries.

This year's Guide contains over 700 classifications, including TEA AND COFFEE DICTIONARIES, carefully selected list of the leading importers and jobbers of teas, coffees, cocoas, and spices, coffee roasters, baking powder manufacturers, chocolate manufacturers, extract makers, wholesale grocers, and TEA, COFFEE, SPICE AND COCOA EXPORTERS in Foreign countries; a complete Premium Buyer's Guide and the source of supplies for everything needed in tea, coffee and spice factories; and in the manufacturing wholesale and retail grocery business.

Price \$1.00 a copy postpaid

Cash Must Accompany Orders

Published by
The Tea and Coffee Trade Journal Co.
 79 Wall Street, New York

Fire Queen
Drip Coffee Pot



**The cleanest, quickest
 and surest coffee pot on
 the market.**

Operates on correct coffee making principles as recommended by the National Coffee Roasters' Association.

It makes coffee as clear as wine, full flavored and delicious. The coffee is ready in its perfection as soon as the water filters through. The whole operation is so rapid that the volatile oils are preserved while practically all the tannin, which is less soluble, is left in and thrown away with the grounds.

Made of heat-resisting porcelain and glass. It rinses clean and stays sweet, as coffee has no chemical action on porcelain. No laborious scouring necessary.

Now is the time to cash in on what the National Coffee Roasters' Association and many independent coffee roasters are doing to popularize, advertise and boost the drip process.

Ideal for premium or straight sale, and insures correct preparation of your coffee. Low cost. Prompt delivery. A beautiful demonstrating proposition.

Fire Queen Percolator Co.
 116 Hudson St., New York

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The Widlar Co.

Cleveland, Ohio

Pure Spices

Scientifically Ground

Established 1855

Never been prosecuted for the violation of any food law—Either State or National.

Isn't that the kind of a firm you want to do business with?

QUALITY — PRICE — SERVICE — PURITY

But not price at the sacrifice of Quality



Suitable Seals FOR BAGS

**They are the right shape to
cover the cracks
They are easier to stick and
They Stay Stuck**

**Made in tone colors to harmonize with the
color of your package**

We make the old Blue and Red Scalloped kind too-- but we do not recommend them for Coffee Bags

Thomas M Royal & Co COLOR PRINTING & PAPER GOODS **Bryn Mawr Pa**

When Writing Advertisers, Kindly Mention THE TEA AND COFFEE TRADE JOURNAL

GUATEMALA COFFEE

Through the decidedly heavy increased arrivals of Mild Coffees in the United States, on account of the difficulty of shipping to the principal markets of Europe, and in common with the law of supply and demand, the premium exacted for them over Brazils is so slight that it enables Roasters to use a larger percentage in their blends of these vastly superior coffees at an extremely small difference in the cost of their roasted output.

Nearly three times as much GUATEMALA COFFEE has been received in the United States this season as in any former year and from all indications and advices a decidedly increased quantity will be shipped during the coming year, so that Roasters can have every assurance of a continued uniformity of grade, and safely consider the indisputable merits of GUATEMALA COFFEE.

More than 250,000 bags have been sold so far this year to roasting interests who have appreciated their quality and profited by their relative price attractiveness.

C. E. BICKFORD & CO.

THE TEA AND COFFEE TRADE JOURNAL

Contents for October, 1916

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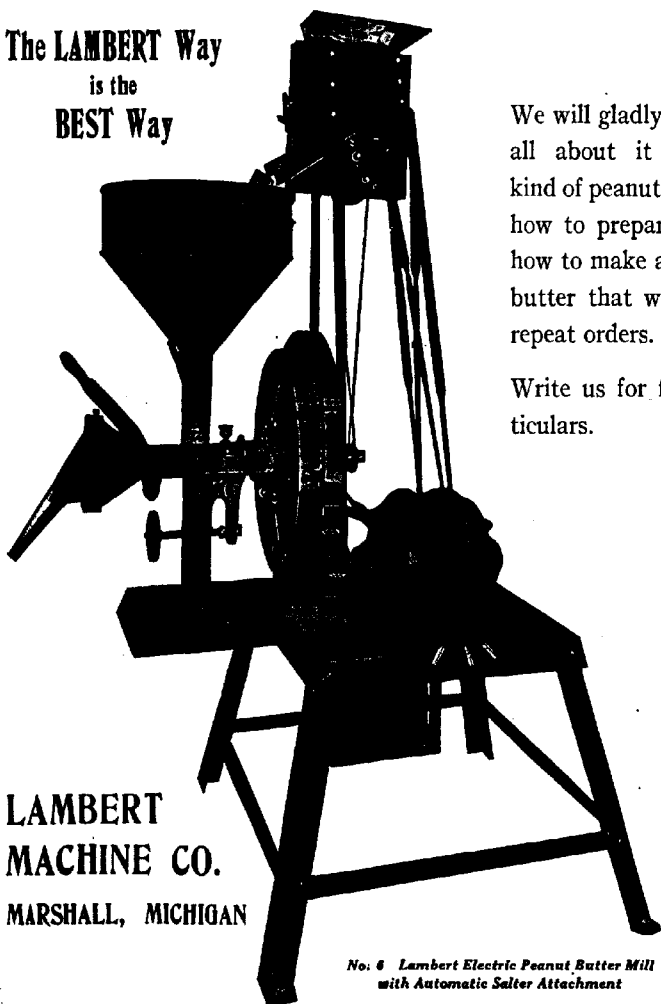
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THE TEA AND COFFEE TRADE JOURNAL, published at 79 Wall Street, New York. Terms of subscription \$2.00 year postage prepaid, in the United States and Possessions; \$2.25 per year in Canada; \$2.50 in all foreign countries. Single copies 25 cents. Remit by money order or draft. Entered at the New York Post Office as second class matter. Copyright 1916 by THE TEA AND COFFEE TRADE JOURNAL COMPANY.

PIONEER MANUFACTURERS OF PEANUT BUTTER MACHINERY

When you want to make Peanut Butter,
Why not do it THE LAMBERT WAY?

The LAMBERT Way
is the
BEST Way



We will gladly tell you
all about it — what
kind of peanuts to buy,
how to prepare them
how to make a peanut
butter that will bring
repeat orders.

Write us for full par-
ticulars.

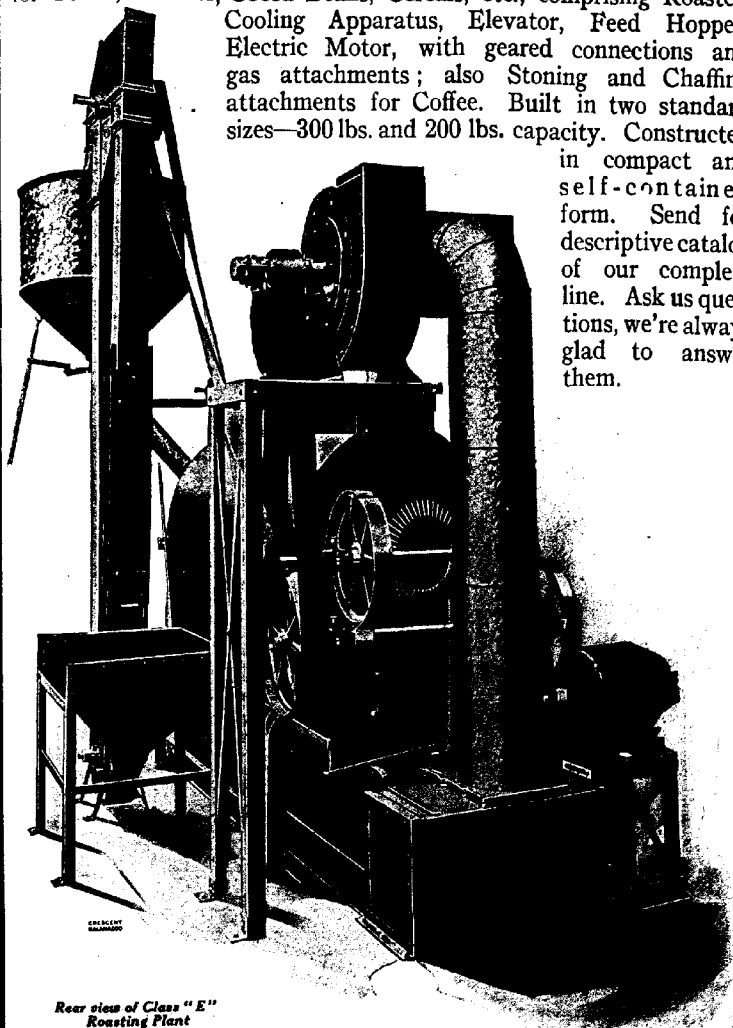
LAMBERT
MACHINE CO.
MARSHALL, MICHIGAN

*No. 6 Lambert Electric Peanut Butter Mill
with Automatic Salter Attachment*

Roasters Everywhere Should Know The LAMBERT Electric Roasting Outfit

for Coffee, Peanuts, Cocoa Beans, Cereals, etc., comprising Roaster, Cooling Apparatus, Elevator, Feed Hopper, Electric Motor, with geared connections and gas attachments; also Stoning and Chaffing attachments for Coffee. Built in two standard sizes—300 lbs. and 200 lbs. capacity. Constructed

in compact and self-contained form. Send for descriptive catalog of our complete line. Ask us questions, we're always glad to answer them.



Rear view of Class "E"
Roasting Plant

Plans for larger Coffee Roasting Plants prepared and submitted on application.

LAMBERT MACHINE COMPANY

Marshall, Mich.

When Writing Advertisers, Kindly Mention THE TEA AND COFFEE TRADE JOURNAL

Why Not Produce an Attractive Ground Coffee?



The Burns No. 1 Granulating Mill
with Chaff Remover

THE public demand is increasing for an evenly cut, dustless, chaff-free coffee. You can satisfy this demand with the greatest economy and least trouble by operating a Burns Granulating Mill with Chaff Remover.

Mills of ordinary construction grind much of the coffee to powder and leave most of it in pieces smaller or larger than the desired size. The Burns granulator has sharp-ground cutters in the middle of a revolving sieve through which all pieces as small as the perforations are discharged at once. Larger pieces are automatically returned to the cutters by the motion of the sieve.

This gradual reduction produces a remarkably even, clean-cut coffee from which all flakes of chaff can then be removed by the suction Chaff Remover attachment.

Read the opinions of some of the users of the mill

ARBUCKLE BROTHERS, CHICAGO, ILL.

"The granulating mill with chaff remover recently furnished us is giving us the results expected. We have had no trouble whatever with the mill."

TILLMAN & BENDEL, SAN FRANCISCO, CAL.

"We take pleasure in advising you that the results obtained from the No. 1 coffee granulating mill, recently purchased from you are very satisfactory."

HENRY HORNER & CO., CHICAGO, ILL.

"We wish to state that your No. 1 Coffee Granulating Mill is giving perfect satisfaction."

S. H. TYLER & SON, SAN FRANCISCO, CAL.

"We are pleased to advise that your No. 1 Granulator which you recently installed is giving splendid satisfaction."

H. L. MACKINNON CO., LTD., WINNIPEG, MAN., CANADA

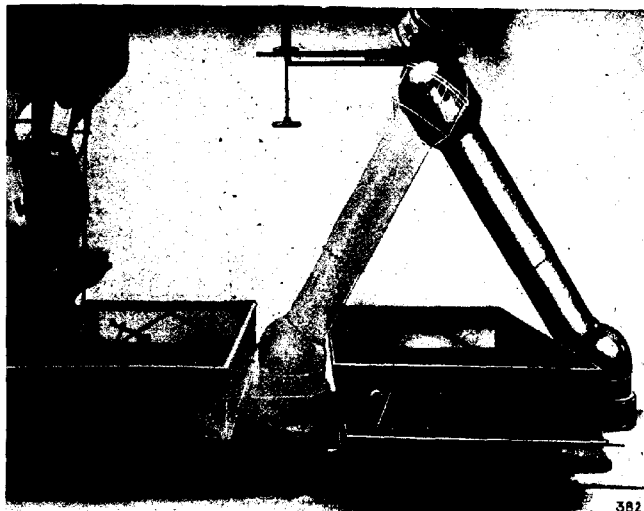
"It is with very great pleasure that we tell you of our complete satisfaction with our No. 1 coffee granulating mill with chaff remover."

MOKASKA MILLS, ST. JOSEPH, MO.

"We are pleased to advise that we have installed the new Burns Granulator with Chaff Remover, and it is giving excellent satisfaction."

Let the Granulating Mill produce an attractive coffee for you

J&S JABEZ BURNS & SONS J&S
600 W. 43RD ST., NEW YORK



Start Cooling Your Coffee The Instant It Leaves the Roaster

How? By means of our Flexible-arm Cooler System. In this system the connection from the cooler box is a swinging telescoping pipe which keeps the box in unbroken connection with the cooler fan.

Full fan suction is applied to the coffee as it is being discharged from the roaster, instead of the ordinary method of leaving the coffee without any suction at all at the most critical period—while the cooler box is receiving the entire roast and being moved against a fan or cooler pipe.

Anybody who has ever handled a roaster will understand the advantage of thus avoiding unevenness in color and cup value which delayed cooling causes.

Our Flexible-arm connection permits successful dry roasts without shovelling the coffee laboriously in the cooler box.

Modernize Your Plant with our Flexible-arm Cooler System

J&S JABEZ BURNS & SONS J&S
600 W. 43RD ST., NEW YORK

IT TAKES TWO TO MAKE A BARGAIN
BUT ONLY ONE TO REGRET IT

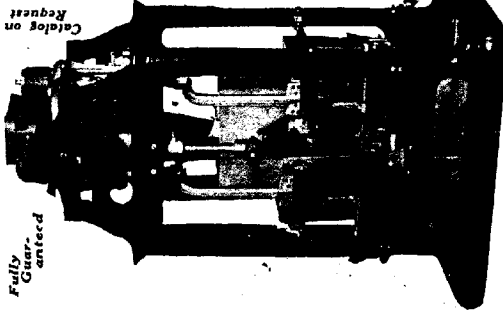
THE

"AUTOMATIC'S"

ARE MACHINES OF NO REGRETS

Request
Catalog on

Fully
Guar-
anteed

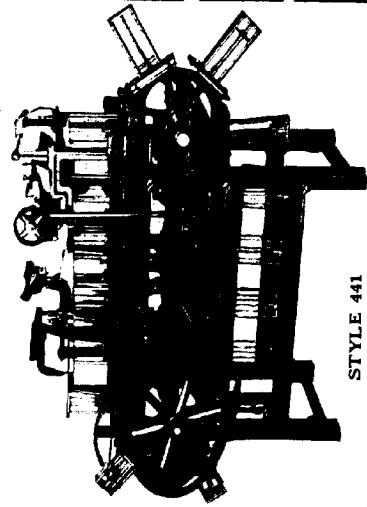


STYLE 869a



This machine will handle materials that flow by gravity, or that require forced feeding, at the rate of from 30 to 35 discharges per minute and can also be used in conjunction with our sealing machine.

We have a new Bottom Sealing Machine
High Speed Scale for Coffee. Get the particulars.
Fully Guaranteed



STYLE 441

AUTOMATIC WEIGHING MACHINE COMPANY

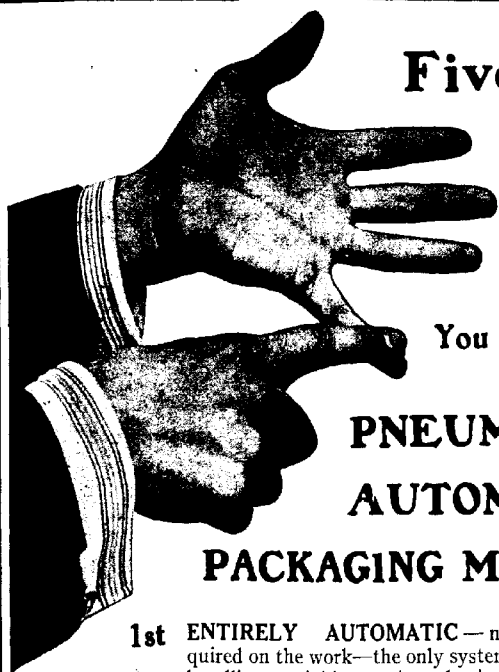
MAIN OFFICE AND FACTORY

134-140 COMMERCE ST., NEWARK, N. J.

AGENCIES

Chicago, Ill. St. Louis, Mo. Cleveland, Ohio Pittsburgh, Pa. Omaha, Neb.
 San Francisco, California

Learn that it pays to investigate "Automatic" Weighs.



Five Good Reasons Why—

You Should Install

PNEUMATIC AUTOMATIC PACKAGING MACHINERY

- 1st ENTIRELY AUTOMATIC**—no operator required on the work—the only system automatically handling, weighing and packaging all classes of package goods.
- 2nd INCREASES OUTPUT**—cartons are fed continuously to the sealing machine, thus greatly increasing output over hand feeding.
- 3rd MOST ECONOMICAL**—the saving in time, labor, power bills and repair bills is a productive result that means more to you than a saving in purchase price.
- 4th SUPERIORITY**—ninety per cent of the package goods put up by machinery in this country are being packed by Pneumatic Machines.
- 5th ANNUAL INCOME**—an installation of Pneumatic Packaging Machinery in your plant will yield an annual income over hand labor practically equal to the purchase price.

PNEUMATIC SCALE CORPORATION, Ltd.
NORFOLK DOWNS, MASS.

New York Chicago Kansas City Toronto, Ont.

W. & C. PANTIN, 147 Upper Thames St., London, Eng.



QUAKER CITY MILL

\$\$ Peanut Butter \$\$

You will find a ready market for Peanut Butter made on a Quaker City Mill. Peanut Butter will reduce the overhead expense of your plant. We will show you how to market the product. Try our mill 30 days. If you do not make good return the outfit to us. Can we make any better offer? Write for "Peanut Butter" Booklet.

The A. W. Straub Co.,
3710-38 FILBERT STREET
PHILADELPHIA, PENNA.

Notice of Removal

JOHN W. HAULENBEEK CO.

announce that they have outlived the size of their quarters at 170 Duane Street, which they have occupied for 38 years, and have taken larger quarters at

393 Greenwich Street, New York

which they will occupy about July First, Nineteen Sixteen, with increase of roasting capacity from 8 to 12 7-foot Burns Roasters and other latest improved equipment, and will continue

Coffee Roasting for the Trade Only

NO SPICE GRINDING—NO COFFEE SELLING—NEW ACCOUNTS WILL RECEIVE THE MOST CAREFUL ATTENTION.

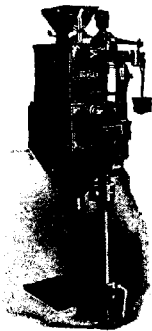
DUPLEX

AUTOMATIC NET WEIGHER

CAPACITY 35 packages a minute.

ACCURACY proven by 30 days' trial and thousands of users.

GUARANTEED fully for (5) years against repairs.



Gravity Operated

Price, \$118.75 net
Payments Arranged

E. Edtbauer Company
817 Washington Blvd. Chicago, Ill.

If You are a User of

TIN CANS

(Plain and Decorated)

Send us your inquiries. We are independent makers of the largest variety in the United States. With our long experience, modern equipment, and personal supervision, we are in a position to serve you advantageously and at proper prices.

Columbia Can Company

Madison St., from First to Second Sts.

SAINT LOUIS :: MISSOURI

"LITTLE WONDER"

AUTOMATIC NET WEIGHT GRAVITY SCALE

USES: For COFFEE (Whole or Ground), RICE, SUGAR, PEAS, BIRD-SEED or ANY FREE-FLOWING GOODS.

RANGE OF WEIGHTS:
From 2½ OUNCES UPWARD.

SPEED: 2100 Packages per hour.

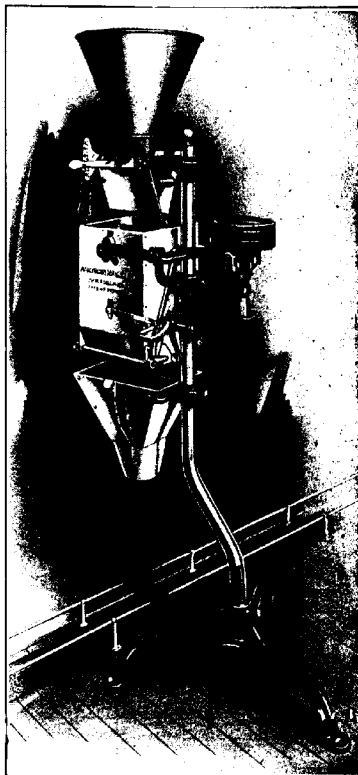
ACCURACY: GUARANTEED 90% PERFECT WEIGHTS and within 1/16 oz. on any individual package.

PRICE: The LOWEST of any high-grade Gravity Net Weight Scale.

WEIGHT: The complete Scale WEIGHS ONLY 25 POUNDS, so that it can be easily moved anywhere.

OTHER SCALES: We always invite COMPETITIVE TESTS with every other Gravity or Power Fed Scale, as this Scale has lately replaced so many other well-known Scales.

OUR OFFER: We will ship this Scale or any of our Scales to you on the basis of our guarantee and ALLOW YOU THIRTY DAYS' use of them, at the end of which period you are to judge as to their merits according to the service that has been rendered, and accept or reject them AS YOU SEE FIT.



"Your 'Little Wonder' Scale is the very best on the market."

WEST BRANCH COFFEE CO., Coffee Roasters

American Machinery Co., Inc., Philadelphia, Pa.

Williamsport, Pa., June 14, 1916.

Gentlemen:—AFTER EXAMINING ALL THE DIFFERENT MAKES OF AUTOMATIC WEIGHING MACHINES, we have concluded that YOUR "LITTLE WONDER" MACHINE IS THE VERY BEST ON THE MARKET.

ITS SIMPLICITY IN OPERATION and the fact that it is SO VERY EASY TO ADJUST FROM ONE SIZE PACKAGE TO ANOTHER makes it a great labor-saving and MOST DESIRABLE PIECE OF MACHINERY to install.

It is also VERY ACCURATE IN WEIGHT and we assure you that WE HAVE BEEN HIGHLY PLEASED WITH EVERY WORKING OF THE MACHINE.

Hoping that we may, at some time in the near future, HAVE THE PLEASURE OF RECOMMENDING YOUR SCALE, we are

Yours very truly, WEST BRANCH COFFEE CO., R. H. Bair, Pres.

We also build a FULL LINE OF AUTOMATIC SCALES FOR ALL PURPOSES—PULVERIZED COFFEE—PULVERIZED SUGAR—BAKING POWDER—COCOA—ROSIN, Etc., and in combination with our CARTON FOLDING AND SEALING MACHINES.

AMERICAN MACHINERY CO., Inc.
1235-41 Callowhill St. PHILADELPHIA, PA.

Chicago Office: 20 East Jackson Boulevard, R. W. REDD, Manager

When Writing Advertisers, Kindly Mention THE TEA AND COFFEE TRADE JOURNAL

Bourbon Vanilla Beans

from the
COMORES ISLANDS

We have—

Direct facilities on the Islands—
Chiris' process for curing.

Which means—

Perfectly cured Vanillas—
A uniformly fine aroma—
A liberal classification
and
Satisfactory Deliveries.

Requests invited for samples
and quotations, either in Bond,
duty paid or to arrive.

ANTOINE CHRIS CO.

18-20 PLATT ST.
NEW YORK

VANILLA BEANS

THURSTON & BRAIDICH

27 CLIFF STREET
NEW YORK

Teas and Coffees

are sure to reach the consumer in "the
pink of condition" if they're packed in

Heekin's Heavy Duty Steel Cans

Made of fine polished steel, either painted
or stenciled with name and design.

Tea cans made in all shapes and sizes—
handsomely lithographed—to meet your
requirements.

Size 15½ in.
x 20¾ in.—
capacity 50 lbs.

**THE
HEEKIN
CAN CO.**

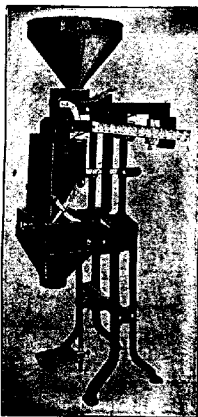
Culvert and
New Sts.
Cincinnati, O.

"Heekin Can
Since 1901"



PACKAGE WEIGHER

\$112.50 NET



Weighs any-
thing that flows
including
Ground Coffee
33 to 35 Pkgs.
per minute
within
1-16oz. Accuracy

Two Sizes
4oz to 2½lbs
1lb to 30lbs

No Power
Required

The simplest scale made. Can be entirely taken
apart for cleaning in 10 seconds.

SENT ON TRIAL

The Automatic Package Scale Co.
Incorporated
Louisville, Ky.

Gravity Stoneware Filters

Best
Line
on the
Market



Made
in Six
Sizes

Rex
Filter
Co.

4-6
Cedar St.,
NEW YORK
U. S. A.

BULK COCOA

IN BARRELS AND DRUMS

Also packed in tin cans under your

Private Label

We make American and Dutch
Process Cocoa.

Write for our *Latest Price List*.

State Style of Packing and
Quantity Required Annually.

Tell us where you saw this
advertisement.

Ambrosia Chocolate Co.

331-333-335 FIFTH STREET

MILWAUKEE, WIS.

THE PROGRESSIVE CHOCOLATE AND COCOA
MANUFACTURERS

GUATEMALA COFFEE

The coffee that took the Grand Prize at the Panama-Pacific Exposition and designated the premier coffee of the world.

Ask your jobber or broker to submit samples and prices on Guatemalas. These coffees are steadily growing in favor among coffee roasters, particularly as blenders. There is a grade of Guatemalas that you can use to advantage.

A. ROSENTHAL & SONS

Dealing with the Importing Trade only

BEAVER BUILDING

NEW YORK

NEW YORK, N. Y.
120 and 122 Front St

CHICAGO, ILL.
180 No. Dearborn St

SAN FRANCISCO, CAL
104-108 California St

PORTLAND, ORE.
No. 7 First St

C. E. BICKFORD & CO.

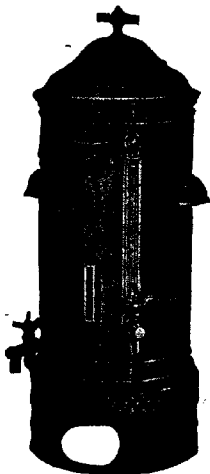
COFFEE BROKERS

Specialists in Mild Coffees

CORRESPONDENCE
SOLICITED

SAMPLES GLADLY FURNISHED
ON REQUEST

TEA, COFFEE, CHOCOLATE and HOT WATER URNS



Made in all sizes up
to 25 gals. capacity

Also a full line of
High Grade
Copper, Nickel
Plated and
Brass Goods

including Pastry and
Roll Warmers Steam
Tables, Plate
Warmers, Water
Coolers, etc.
Send for our new
catalogue, showing
complete lines of
Hotel, Restaurant
and Bar Supplies,
Metal Housefurnish-
ing Goods, Cuspidors,
etc.

Geo. A. Ray Mfg. Co.
Buffalo, N. Y.

Coffee Urn, 2002 Series

Home Ground Coffee

is the best. It retains
the flavor. Use the

National Coffee Mills

Manufactured by the

**NATIONAL
SPECIALTY
MANUFAC-
TURING CO.**



Lehigh Ave.
and
Third St.
Philadelphia
Pa.

C. H. MIDDENDORF
93 FRONT STREET
NEW YORK

Representing
A. DO AMARAL & CO.
LEITE, SANTOS & CO.
SANTOS, BRAZIL

TRICOLORATOR
"THE"
COFFEE MAKER

The Aluminum Bowl
 Makes Perfect Coffee
 Thru Paper Filters

While the

Almost Unbreakable
 China Urn Retains
 The Flavor and Color



Use our Advertising Department main-
 tained for "better coffee making."
 Copy revised and written without charge.

The Tricolorator Co.
CHICAGO

Fire Queen
Drip Coffee Pot



Insures the satisfaction
from your coffee that
brings the re-orders.

The coffee business is a gamble. You may sell the best coffee on earth, but if spoiled in the making it's a dead one, and more than half the coffee sold is spoiled either by wrong methods of preparation or by a foul pot.

Every coffee man knows the drip process is the one best way to make coffee. A porcelain dripper, therefore, is the last word as coffee has no chemical action on porcelain. It rinses clean and stays sweet even in the hands of a careless cook.

The efficient, economical, non-tannic, time and labor saving features of the pot combined with its low cost, make it a beautiful demonstrating proposition either for premium or straight sale.

Write for description and prices.

Now is the time to cash in on what the National Coffee Roasters' Association and many independent coffee roasters are doing to boost "correct coffee making" as the one best way to stimulate the business.

Fire Queen Percolator Co.
116 Hudson St., New York

Sixth Annual Conbention
of the
National Coffee Roasters'
Association

Marlborough-Blenheim Hotel

Atlantic City, New Jersey

Tuesday, Wednesday, Thursday and Friday

November 14th, 15th, 16th and 17th

Beginning at 11 A.M. on Tuesday, 14th

A cordial invitation to attend the Open Sessions of the CONVENTION is hereby extended to all in sympathy with the efforts of the Association to advance the interests of the COFFEE ROASTING Industry in the UNITED STATES.

ROSS W. WEIR, President.

GASTON, WILLIAMS & WIGMORE, INC.

IMPORTERS
OF

COCOA, COFFEE, SPICES

140 BROADWAY : : : NEW YORK CITY

COSTA RICA COFFEE

You can now buy it Direct from the Grower

Costa Rica coffee is generally acknowledged to be a superior coffee, particularly for blending purposes. It is rapidly growing in favor in the American market. Some of the finest grades that formerly went to Europe are now coming to this country. We import Costa Rica coffee direct from our own plantation. Let us quote you on this coffee.

MONTEALEGRE & BONILLA

Coffee Planters

San Jose, Costa Rica

80 Front St., New York

COCOA POWDER

UNDER DEALER'S BRANDS FOR WHOLESALE GROCERY AND SPECIALTY HOUSES—

In 1-lb., 1-2-lb., 1-lb., and 1-5-lb. packed under customers' labels, or under our own stock labels.
All goods guaranteed under U. S. Serial No. 151.

FOUNTAIN CHOCOLATE

IN BULK—Barrels—Kegs—Drums—Tins
For Soda; Ice Cream; and Baking Trade. Both "Natural" and "Dutch Process" grades.

Write us for samples and prices. State use and quality needed. Address

HOOTON COCOA CO.,

NEWARK, N. J.

When Writing Advertisers, Kindly Mention THE TEA AND COFFEE TRADE JOURNAL

"Arksafe" Elastic Paper Linings

FOR BAGS AND BARRELS

33½ % Elasticity. Waterproof

Send for samples

Arkell Safety Bag Co.,

CHICAGO
14 East Jackson Boulevard

NEW YORK
120 Broadway



VANILLA BEANS

and

OLIVE OIL

Direct Importers

Ricardo Gomez & Dietlin Co.
Inc.

80 Maiden Lane New York City

VANILLA BEANS

EXCLUSIVELY

We Import Direct and can make
attractive offers in all varieties.

J. N. LIMBERT & CO.

12 S. Marshall St. PHILADELPHIA PA.

THE HEDFELDT

Coffee Milling, Separating and Grading Machines
and Coffee Granulating Machines are the Best.
Also Roasted Coffee Stoners and Cleaners

HEDFELDT COMPANY, 108 N. Jefferson St., Chicago, Ill.

BOYLE CAN CO.

BALTIMORE MARYLAND

Manufacturers of all kinds
of Tin Containers including

TEA AND COFFEE CANS

Ukers' Tea and Coffee Buyers' Guide

To first hands in the Tea, Coffee, Spice and
Fine Grocery Trades.

Being a carefully compiled list of the leading supply houses in the
United States and Foreign Countries.

This year's Guide contains over 700 classifications, including TEA AND COFFEE DICTIONARIES, carefully selected list of the leading importers and jobbers of teas, coffees, cocoas, and spices, coffee roasters, baking powder manufacturers, chocolate manufacturers, extract makers, wholesale grocers, and TEA, COFFEE, SPICE AND COCOA EXPORTERS in Foreign countries; a complete Premium Buyer's Guide and the source of supplies for everything needed in tea, coffee and spice factories; and in the manufacturing whole-sale and retail grocery business.

Price \$1.00 a copy postpaid
CASH MUST ACCOMPANY ORDER

Published by

THE TEA & COFFEE TRADE JOURNAL CO.

79 Wall Street, New York.

When Writing Advertisers, Kindly Mention THE TEA AND COFFEE TRADE JOURNAL

THE BASE OF SUPPLIES

Every live jobbing concern is continually seeking to add new outlets—to increase volume. And rightly so.

It is also of major importance, however, to keep a close watch on the source of supplies. Only by having the right type of merchandise—goods of appealing character—the kinds that repeat automatically from sheer merit, to offer the trade, can a sales organization be reasonably expected to respond to the touch of the sales manager's whip.

In tea it is **PEEK'S**. It pays a better profit to the jobber and retail distributor and gives more **QUALITY** for the consumer's money—but that's what they all say. The only way to convince yourself is to write us for samples and further particulars.



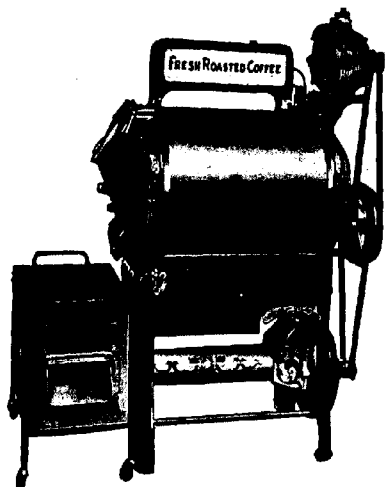
The Tea That Repeats—12 Blends—One Price.

PEEK BROS. & WINCH (America)

Salesroom: 106 Wall St., New York

Packeting Plant and Main Offices:
Bush Terminal, Brooklyn, N. Y.

"Where the tea steamers dock."



No. 5. Royal Roaster.
Uses electric power, gas or gasoline heat.

ROAST YOUR OWN COFFEE

It requires no special knowledge. We maintain a **free service department**, in charge of a coffee expert, who will tell you where to buy green coffees at wholesale prices and how to roast, blend and advertise your goods. You will give your customers better coffee and the Royal will draw new business.

A **Royal System** installed in your store window will be the best advertisement of your coffee department.

Write today for our convenient monthly payment plan, whereby the Royal will pay for itself out of the extra profits it will bring you.

We have openings for a few live salesmen.

THE ROYAL SYSTEM MEANS MORE MONEY FROM YOUR COFFEE DEPARTMENT

5 to 10 cents more per pound—Figure it out on your present business, then **double your business**—sure result of installing a Royal System.

THEN STEEL CUT IT

In the Royal Mill, giving the most uniform granulation known to the coffee trade, or a perfect pulverization. Royal Steel Cutting means more cups to the pound, and of better coffee—with the bitter flavor left out. The **Royal System** is the best business builder. It is working today for thousands of progressive merchants. **WRITE US TODAY** for free catalogue, full details and our free Service Plan.

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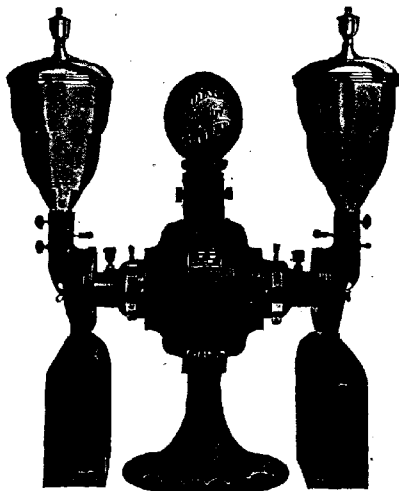
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WHO'S WHO IN THE TRADE



EMMET G. BEESON

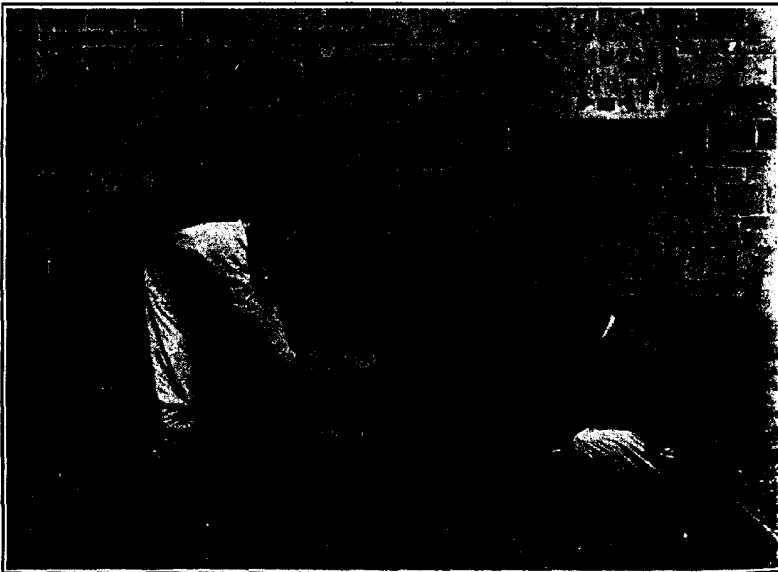
Manager, National Grocer Company Mills, Detroit

(See Page 355)

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TEA PICKERS AT WORK IN A TYPICAL CHINESE TEA GARDEN



THE HAND-ROLLING PROCESS WHICH FOLLOWS THE FIRST FERMENTATION OR WITHERING
THE CULTURE AND PREPARATION OF CHINA TEA

REVIVAL OF CHINA'S TEA TRADE

¶ This article, by an attache of the Ministry of Agriculture and Commerce of China, tells how the Chinese Government is encouraging the tea industry by reducing export duties, establishing experiment stations, and subsidizing planters, with a view to restoring to its pristine greatness the tea trade of the Flowery Kingdom. ¶ The introduction sketches the history, cultivation, manufacture, and marketing of China teas. ¶ The superior quality of China tea is shown by chemical analysis, as compared with that of Java and Indian teas.

BY EN-LUNG HSIEH, B. S., M. S., in *Agriculture*
Pekin, China

WHETHER the tea plant originated in China or India is a question of no prime importance, but there is plenty of evidence to show that tea was used by the Chinese several thousand years ago. As early as 400 B. C. a Chinese author described a fragrant beverage made by the addition of hot water to the leaves of tea. Many writers have claimed either for China or India the original native habitat of the tea plant, but, according to the famous French botanist De Candolle, the use of tea leaves was certainly introduced into India from China.

In Europe, tea was first introduced into England and Russia at the end of the 16th century, but it did not become a popular beverage until late in the 17th century. In 1657 the first tea store was opened in London. From that time onward China tea was imported into England quite extensively. For instance, in the year 1800, 20,358,826 pounds were exported to England, in 1820 25,712,934 pounds, and in 1840 31,716,000 pounds, in spite of the great distance between the two countries and the poor, slow means of communication.

To America the use of tea was introduced by the English colonists at an early date, the extensive use of which may be fairly judged by the amounts shipped over from Europe. In 1776 the famous Boston Tea Party dumped a cargo of some hundreds of pounds into Boston harbor, and thereby precipitated the American Revolutionary War. Since then tea has always maintained a strong claim as a fragrant beverage in the United States. In the early days most of the tea was imported indirectly from Europe. Later the importation was carried around the Horn by the New England packet boats, and with the opening of the transpacific shipping trade the amount imported gained a great impetus.

TEA-GROWING DISTRICTS IN CHINA

Although China is a tea-producing country, by

no means can tea be grown in all places. In China, as in other countries, tea grows best between latitude 26 and 30 degrees, and therefore tea bushes are cultivated principally in the following provinces: Hupeh, Hunan, Chekiang, Fukien, Kiangsi and Anhui. Among these provinces Hunan exports the greatest quantity of tea to foreign lands, although Anhui tea is considered by tea merchants to be the best in quality. It must be understood that teas are of two kinds—black and green—the cultivation and manufacture of which are specialized in by producers at certain places. For instance, Hupeh, Hunan and Fukien provinces produce principally black tea, while Chekiang produces chiefly green tea. Anhui and Kiangsi produce both kinds in almost equal quantities, and their products have become well known in the foreign markets.

THE CULTIVATION OF TEA

The quality of the tea depends upon the elevation of the locality, for tea grown at the same place, but at different elevation, possesses a wide difference in quality. It has been observed that tea grown at high elevation is superior in quality to that cultivated on the lowlands. For instance, in Anhui province, the most famous black tea is produced on the slope of the Li Mountains in Keemen at an altitude of over 3,000 feet. In Kiangsi province the well-known "Hsienya," or "Fairy-Bud" tea, so much admired by Westerners, is produced by the cultivators at the Koping Mountains in Foliang at an altitude of about 4,000 feet above sea level.

Soil is another important factor which governs the success of tea cultivation; for however favorable the climate may be, if the soil is poor, tea cannot be grown successfully. Thorough investigations in the tea-growing districts have demonstrated that soil of loamy character and rich in iron, which originated from porphyritic sandstone, is the most typical soil for tea cultivation.

This kind of soil is most prevalent in Southern Anhui, where both black and green teas of superb quality are produced.

The accompanying figures are obtained by chemical analysis of the typical soil of the Keemen district. Note the good humus content and the unusual quantity of iron oxide present in the soil:

CHEMICAL ANALYSIS OF KEEMEN SOIL

Water.....	2.41
Loss in ignition.....	6.58
Substance insol. in HCl.....	80.453
Silica (sol. in HCl).....	1.002
Iron oxide (Fe ₂ O ₃).....	4.48
Alumina (Al ₂ O ₃).....	5.22
Lime (CaO).....	0.22
Magnesia (MgO).....	0.221
Potash (K ₂ O).....	0.161
Soda (Na ₂ O).....	0.336
Sulphuric acid (H ₂ SO ₄).....	0.117
Phosphoric acid (P ₂ O ₅).....	0.2035
Carbon.....	4.330
Nitrogen.....	0.1356
Humus matter.....	2.041
Total.....	91.9911

Tea is usually cultivated on the slopes of hills. In winter the lower part of the stem of the bushes is covered with cornstalks for a two-fold purpose, namely, to protect the bushes from being frozen and to prevent the erosion of soil. In March, when young shoots appear, the soil is loosened, and in summer the weeds are eradicated by surface cultivation. After the picking season is over the land is once more cultivated before the arrival of winter.

The fertilizers used by planters are either rape seed cake or bean cake, both of which are rich in nitrogen. Wood ashes are commonly used in



"COUNTRYMEN" SELLING THE LEAF TO A TEA MAN

conjunction with these nitrogenous fertilizers. Customarily fertilizers are applied in September and February, the number of applications depending upon the nature of the soil and the age of the plant.

Picking is one of the most important functions of tea cultivation. Heavy picking is harmful to

the health of the bushes, while light picking is not business economy. On the whole, the Chinese planters pick too heavily, as they are influenced by the desire to obtain greater immediate monetary returns. The first picking time commences in the latter part of April and continues for about three weeks, during which period the leaves are



FERMENTING OR WITHERING

picked for the manufacture of the best quality of tea. After this period the tea bushes continue to produce leaves, but of rather coarse and poor quality. Consequently, they can be made only into common tea, the value of which is much less than that manufactured at the beginning of the season. Tea picking continues from April until August, after which time the leaves are too old to be picked. Thus in China the picking season lasts for only four months.

THE MANUFACTURE OF TEA

Black tea undergoes successively the following five processes in course of manufacture: (1) withering, (2) rolling, (3) fermentation, (4) firing, (5) sifting.

(1) *Withering*. The picked leaves are usually dried in the sunshine by being placed in thin layers on mats and evenly turned over from time to time. When the leaves have become deep green in color, and are rather soft, a test is made by taking a sample leaf with stem attached and bending it to see if it is withered to the proper degree. If it is the stem will remain unbroken and the process is complete.

In rainy weather the tea leaves must be dried by artificial heat. They are placed in a well-ventilated room, and heat is conducted from an oven by means of a fan. It is found that this method of withering is rather effective. When the leaves are gathered and brought in too late in the day to be dried, they must be spread out

well-ventilated place until the next morning, when they can be taken out to be withered properly in the sunshine.

Rolling. After the leaves have been properly withered they are then rolled. The purpose of rolling is to break the cells of the leaves and to express the sap and moisture. The leaves are spread on a bamboo tray and are rolled and pressed. This process must be repeated three times, each rolling lasting about fifteen minutes. In the interval between rollings the leaves are exposed to the air for five minutes to quicken the process.

Fermentation. In manufacturing black tea the rolled leaves must now undergo a process of fermentation. The leaves on the bamboo tray are covered with a piece of cloth and placed in the sunshine. They are sometimes fermented in a covered basket, under which an oven is placed to quicken the process. Both methods are employed by planters, but the latter is quicker. The process takes from one and a half to two hours, sometimes even six hours, depending upon the weather and temperature.

Firing. Firing is rather important, because the quality of the tea depends largely upon the proper degree of this process. Whether the tea leaves have been properly fired or not can only be ascertained by the expert operator. It must be understood that in firing the leaves not only is the moisture driven off but the fine delicate flavor is imparted to the tea. Thus this process is perhaps the most important of all.



FANNING OR WINNOWING

The leaves are placed in a bamboo firing basket, which is cylindrical in shape and slightly conical at its sides. Half way inside the basket a bamboo matting is placed, on top of which the tea leaves are spread evenly. A charcoal oven

is built in the ground and the basket is placed above it. During firing great care must be taken to avoid spilling leaves into the oven lest smoke should spoil the tea.

(5) Sifting. From the firing basket the leaves are sifted and graded. Numerous sieves are used, the size of the meshes varying from No. 1 to



THE SIFTING PROCESS

No. 10, and even finer. The tea leaves are sifted successively through a series of these sieves, and are very carefully graded for packing.

In the manufacturing of green tea all the processes employed in the manufacture of the black tea are followed except that of fermentation. The process of firing must also be carefully attended to in manufacturing green tea.

MARKETING AND EXPORTATION OF CHINA TEA

The principal ports of distribution of China tea are Hankow, Shanghai and Foochow. Hankow and Foochow are the chief markets for black tea and Shanghai for green tea. In volume of trade Hankow ranks first in the tea business.

Hankow is the principal receiving center for black tea sent from the different localities along the Yangtse Valley. About 400,000 boxes are sent annually from Hunan and Hupeh provinces; 50,000 from Ningchow of Kiangsi province; 100,000 from Keemen of Anhui province. Altogether about 650,000 boxes per annum of black tea are collected at Hankow. (One box contains 60 pounds of tea.)

BLACK TEA FROM HUNAN, HUPEH, ANHUI AND KIANGSI.

Year	Boxes	Pounds
1911.....	874,307	52,458,420
1912.....	861,711	51,704,460
1913.....	632,239	37,934,340
1914.....	754,000	45,240,000

The accompanying figures show the annual amount of black tea disposed at Hankow by the four provinces of Hunan, Hupeh, Anhui and Kiangsi.

The accompanying figures from the latest report show the amount of black tea and brick tea exported to different countries.

EXPORTS OF BLACK AND BRICK TEA FROM HANKOW

Countries	Boxes	Pounds
Russia.....	400,000	24,000,000
Great Britain.....	116,000	6,960,000
United States.....	80,000	4,800,000
Germany.....	20,000	1,200,000
France.....	6,000	360,000
Other countries.....	23,000	1,380,000

Shanghai is the collecting and distributing center of green tea from Chekiang and Anhui provinces. In the year 1913 the total amount of green tea sold or exported at this market was 490,000 boxes; of 1914, 575,000 boxes. The sale of black tea was inconsiderable.

The accompanying figures from the latest official report show the amount of green tea exported to foreign countries.

EXPORTS OF GREEN TEA FROM SHANGHAI

Countries	Boxes	Pounds
United States.....	200,000	12,000,000
Russia.....	110,000	6,600,000
Great Britain & France.....	120,000	7,200,000
Germany.....	15,000	900,000
Other countries.....	20,000	1,200,000

THE BLACK TEA MARKET OF FOOCHOW

Foochow is a market for the collection and distribution of black tea, and occupies the third place among the tea markets of China. Tea from the whole Fukien province is sent and sold at that port. The amount of the annual sale in recent years has averaged about 350,000 boxes, or 21,000,000 pounds.

The accompanying figures show the amount of tea exported at Foochow market during the past years.

EXPORTS OF BLACK TEA FROM FOOCHOW

Year	Boxes	Pounds
1903.....	336,000	20,160,000
1910.....	361,700	21,702,000
1911.....	376,360	22,581,600
1912.....	455,000	27,300,000
1913.....	239,100	14,346,000

The accompanying figures according to the latest report show the amount of black tea exported to foreign countries.

EXPORTS OF BLACK TEA FROM FOOCHOW

Countries	Boxes	Pounds
Great Britain.....	58,000	3,480,000
Russia.....	37,000	2,220,000
Germany.....	37,000	2,220,000
France.....	8,000	480,000
United States & Canada.....	17,000	1,020,000
Other countries.....	15,000	900,000

CHINESE GOVERNMENT ENCOURAGEMENT

The cultivation of tea in Ceylon and India during the past fifty years, and in Java more recently, has produced keen competition in the tea industry. At first the Chinese methods of cultivation and manufacture were imitated by the planters of Ceylon, India and Java, and the best obtainable seeds were purchased by them from this country. Since that time China has suffered from her young competitors. But it is universally admitted that Chinese tea possesses qualities superior to that produced in any other part of the world, due to a large extent to the favorable climate and peculiar soil as well as to the skill of manufacture by generations of producers. The realization of this superiority has led the Chinese Government to take steps towards the recovery of the premier position formerly held by Chinese tea in foreign markets.

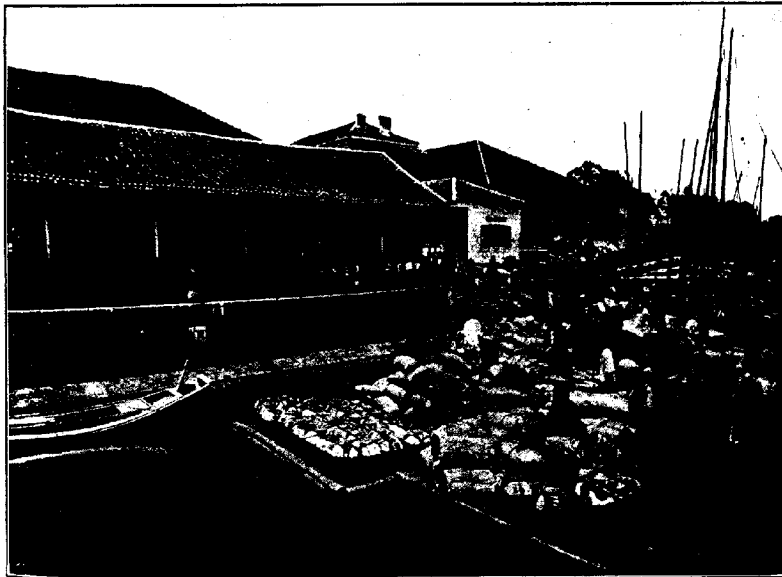
The first movement was the Tea Investigation Commission sent to Ceylon and India in 1905 by Viceroy Chou Fu, of Liang Kiang province. As a result of the investigations of this Commission, a Tea Industrial Training School was established at Nanking, where the sons of tea planters from all the provinces were sent to learn up-to-date methods of tea cultivation. A year ago the Ministry of Agriculture and Commerce had the good fortune to have His Excellency Chow Tsz-chi occupy his portfolio. Since then a new epoch has commenced in all agricultural industries. Among his many achievements have been the creation of special bureaus to encourage the cotton and forestry industries, the establishment of tea experimental stations, and the granting of subsidies to certain deserving tea planters. In spite of the short period marvelous results have crowned Minister Chow's efforts.

His scheme for the encouragement and improvement of the tea industry may be divided into three parts:

(1) *Reduction of the Export Duty.* The duty on tea has always been low, but in order to en-



THE PROCESS OF FIRING TEA OVER CHARCOAL FIRES IN BAMBOO BASKETS



UNLOADING TEA FROM BARGES AT AN AMERICAN GO-DOWN, HANKOW

THE MANUFACTURE AND TRANSPORT OF CHINA TEA

courage the industry and to increase the exportation of the product a reduction of the duty was advocated and was effected last year. The rate was reduced 20 per cent, from one tael two and half mace (about \$1.74) to one tael (about \$1.40) per picul (133½ pounds).

(2) *Establishment of Experiment Stations.* The important part played by experiment stations in the advancement of industries has been amply demonstrated in the United States and Europe. Experimentation under proper guidance leads to improvement and towards perfection. In the United States numerous kinds of stations have been created—agricultural experiment stations, which are found in all the States; irrigation experiment stations in the arid region; cotton experiment stations; dry farming experiment stations, etc.

The Minister of Agriculture and Commerce has adapted the idea to the tea industry in China. He has established a tea experiment station in the heart of the tea-producing district of Keemen, in Anhui province, to study and perfect the cultivation and manufacture of tea. In addition to the chief station it is proposed to establish some forty sub-stations in the tea-growing districts in the neighborhood of Keemen. Intelligent and energetic planters will be subsidized by the Government, and will be chosen to take charge of these sub-stations, where new bushes will be planted, old ones improved, new methods of fertilizing the soil and pruning the plants practiced, and more efficient and rapid methods of picking, rolling, firing and sifting of the leaves adopted.

These stations will serve as models to all the planters in the vicinity. In addition, lecturers will be engaged to spread the gospel of better methods of cultivation and manufacture to all the planters in the district. In these forty sub-stations it is expected that 360,000 old bushes can be improved and 470,000 new bushes planted during the first year. These 830,000 bushes will undoubtedly produce more and better leaves, and by practicing the new methods of manufacture better tea will be produced.

After the industry has been improved by these methods in the districts where the stations are

located, the funds for maintenance will be transferred to another tea district and the process repeated. Thus encouraged and demonstrated by the Government, the merchants, gentry and the planters will be able to cultivate and improve for themselves, and others observing their success will follow suit. By these means it is expected that the production of tea will be increased, the flavor improve, and higher prices commanded for the product, and that the industry will be rejuvenated within a few years.

(3) *Subsidizing Planters.* Intelligent and energetic planters in various districts where sub-stations are located will be favored with a subsidy from the Government. This subsidy will be granted as an encouragement to the planters who show progressiveness in the adoption of the new methods of cultivation and manufacture of tea.

SUPERIOR QUALITY OF CHINA TEA

Concerning the superiority of Chinese tea over all others a noted English authority on tea stated: "Any one who has never drunk really fine, pure, China tea has missed a great deal." Not only is China tea more fragrant but it is more healthful, since it is far less astringent than any other tea. In a recent issue of the *Lancet*, the leading medical journal in Great Britain, a writer states:

"It is idle and impossible for advocates of Indian tea to deny that their favorite commodity contains and yields when infused a much larger amount of tannin than for the most part do China teas. The latter, in fact, are altogether more suited to the requirements of persons with delicate digestive apparatus. If a dyspeptic is permitted to drink tea at all, that tea should be China tea, because, as a rule, it is much less astringent, and therefore less likely to derange a delicate system. Analysis has proved this again and again, and it is a confidence which has no reason behind it which asserts anything to the contrary."

The accompanying analytic results support the statement made in the *Lancet* regarding the astringency of China tea as compared with others.

The recognized superiority of the quality of Chinese tea was further attested at the recent Panama-Pacific International Exposition held at San Francisco last year, where Chinese tea in

CHEMICAL COMPOSITION OF CHINA, JAVA AND INDIAN TEAS BY A. PELLENS

TEAS	Water	Tannin	Water Extract	Total Ash	Ash Soluble in Water	Theine
Congo (Ningchow, China).....	4.575	8.070	36.05	5.320	4.045	2.50
Java (Batavia).....	4.580	9.7045	42.75	5.050	3.150	2.53
Orange Pekoe (Calcutta, India).....	4.576	9.5965	43.75	5.420	3.520	3.21

...tion with teas of other countries was ... the grand prize. Nor was this distinc- ... ward the only one bestowed upon Chinese ... at the Exposition, for, in addition, several ... of prizes and medals were carried off by ... exhibitors for the excellence of their ... It thus seems that Chinese tea is uni- ... ally admitted to be the best in the world, both ... the point of view of fragrance as well as ...

... success attained in the past has been due ... the favorable climatic conditions and to the ... and typical soil in the tea-growing dis- ... In addition to these two natural factors ... the skill of generations of cultivators and manu- ... facturers has largely contributed. The recent ... movement to improve the cultivation and manu- ... facture should further perfect the industry. ... However good and excellent a product may be ... there is always room for improvement. It is the ... recognition of this principle by progressive men ... which has prompted the Ministry of Agriculture ... and Commerce to establish experiment stations ... for the scientific study of the industry and to ... grant subsidies for the encouragement of the ... adoption of newer and better methods. Excellent ... as the article is, it is the endeavor of planters and ... manufacturers as well as the Government to ... continue to make it more so. With the reduction ... of the export duty there is every reason to expect ... that the exportation of Chinese teas will gain ... an immense impetus, and that it will recover the ... premier position which it held for so long in the ... markets of the world.

COFFEE DEAR IN CONSTANTINOPLE

Coffee is now so dear in Constantinople (said to be \$4 a pound) that only the wealthiest classes are able to afford it. If the war lasts much longer coffee will become almost unknown in Turkey's capital.

COFFEE AND TEA STATISTICS

Latest Available Figures Showing Exports, Imports and Valuations in All Coffee and Tea Producing and Consuming Countries

By JOHN J. MACFARLANE

THE quantity of coffee imported from foreign countries by the United States in 1915, as shown by Chart No. 1, was 1,228,761,319 pounds, the largest amount ever imported in one year. Of this 893,000,000 pounds came from Brazil, 111,000,000 from Colombia, 75,000,000 from Venezuela, 71,000,000 from Central America, 53,000,000 from Mexico, 12,000,000 from the West Indies, and 6,000,000 from the East Indies.

Netherlands imported 457,000,000 pounds in 1915, against 318,000,000 in 1913. In 1915 Brazil supplied 191,000,000 pounds, Dutch East Indies 96,000,000, United Kingdom 63,000,000, and France 19,000,000.

France imported 304,000,000 pounds in 1915, of which 202,000,000 came from Brazil, 29,000,000 from Haiti, 23,000,000 from Venezuela, 12,000,000 from British India, and 5,000,000 from Porto Rico.

SWEDEN'S COFFEE IMPORTS INCREASE 108%

Sweden, according to statistics for the first six months of 1915, imported 51,000,000 pounds; for some reason statistics for the last six months are not available. Brazil exported to Sweden 302,000,000 pounds in 1915, in 1914 64,000,000 pounds, and in 1913 28,000,000 pounds.

The United Kingdom imported 170,000,000 pounds of coffee in 1915, as against 94,000,000 in 1913. Of this 71,000,000 came from Brazil, 45,000,000 from Central America, and 13,000,000 from Colombia.

Italy imported 63,000,000 pounds in 1913 and 88,000,000 pounds in 1915; of the latter 62,000,000

EXPORTS OF COFFEE FROM BRAZIL

COUNTRIES	1913		1914		1915	
	Bags	Value	Bags	Value	Bags	Value
Total exports.....	13,267,449	\$197,936,296	11,269,724	\$129,713,673	17,081,319	\$155,121,234
To United States.....	4,914,730	72,846,780	5,532,081	63,478,883	7,194,394	65,317,338
Germany.....	1,865,632	28,642,174	656,369	8,190,639
Netherlands.....	1,483,097	22,553,494	1,047,513	12,651,081	1,486,894	13,706,773
France.....	1,846,944	28,038,699	1,363,845	12,445,942	2,449,223	22,718,007
Austria-Hungary.....	1,016,824	14,815,119	363,932	4,327,780
Belgium.....	444,988	6,451,659	214,596	2,609,694
Argentina.....	249,045	3,658,946	236,394	2,564,032	269,987	683,443
Italy.....	237,126	3,559,613	600,142	6,743,237	710,800	6,623,427
Great Britain.....	246,161	3,779,417	316,819	3,899,396	413,798	3,809,074
Sweden.....	212,034	3,107,633	487,002	5,291,184	2,333,346	21,303,248
Spain.....	108,928	1,681,386	98,094	1,163,623	106,329	971,885

came from Brazil, with small amounts from Haiti and Porto Rico.

As Germany and Austria-Hungary are usually large buyers of coffee, and at present cannot import directly, it is natural to suppose that part of the larger amounts imported into Sweden, Holland and Italy eventually reached Germany.

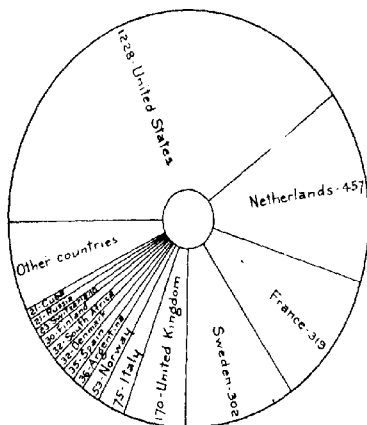


CHART NO. 1.—WORLD'S COFFEE IMPORTS, 1915

Total imports, 3,060,000,000 lbs. The quantities by countries are given in millions of pounds.

BRAZIL PRODUCES 74% OF THE WORLD'S COFFEE

A glance at Chart No. 2 will show that Brazil continues to be by far the greatest coffee producing country, the output for 1915 being 2,255,000,000 pounds out of a world's total coffee production of 3,060,000,000 pounds—nearly 74 per cent. All other countries combined produced in 1915 only 805,000,000 pounds, or 1,450,000,000 pounds less than Brazil alone.

THE WORLD'S TEA TRADE OF 1915

The world's tea trade of 1915 was not adversely affected by the war; on the contrary, all tea-producing countries exported more tea and at better prices than in 1913.

According to Chart No. 3, in 1915 the six leading tea countries exported 941,000,000 pounds of tea, or 153,000,000 pounds more than in 1913, an increase of 20 per cent in the quantity exported in two years, and nearly 40 per cent increase in values. During the calendar year 1915 India exported 318,000,000 pounds, valued at \$60,000,000. The leading countries to which tea was exported from India during the year ending March 31, 1916, and the increase or decrease as compared

with the year ending March 31, 1914, are shown by the accompanying table.

The war has had a beneficial effect on the tea trade of India, which has been fortunate enough to have a large outturn coupled with remarkably high prices. If the abolition of vodka drinking in Russia would be accompanied by a corresponding increase in tea drinking, a further requirement of 50,000,000 to 100,000,000 pounds would be consumed by that country. Unfortunately, the duty is excessively high, 1 shilling 10¼ pence per pound; consumption in India is increasing, and this will soon create a large demand for home consumption.

China exported 237,600,000 pounds of tea in 1915, as against 199,399,000 in 1914 and 192,300,000 in 1913. In 1915 there were 102,818,000 pounds of black tea, 40,843,000 of green tea, 85,600,000 of brick tea, of which 51,800,000 was black and 33,400,000 was green, 4,094,000 of tea tablets, and 4,167,000 of tea dust exported.

RUSSIA THE LARGEST BUYER OF CHINA TEAS

Russia was the largest buyer of Chinese tea and in 1915 there were 155,000,000 pounds exported to Russia, or about 60 per cent of all China tea. This was distributed as follows: To the Pacific ports, 106,000,000 pounds; overland to

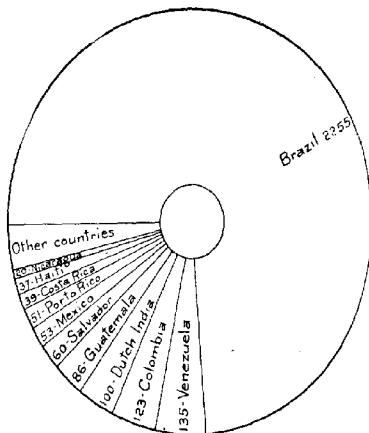


CHART NO. 2.—COFFEE EXPORTS FROM THE PRODUCING COUNTRIES

Total exports in 1915, 3,060,000,000 pounds. The quantities by countries are given in millions of pounds.

Russia and Siberia, 27,740,000; to European ports, 13,300,000, and to Amur ports, 7,600,000. The other leading countries to which China tea was exported were: United Kingdom, 22,700,000

United States, 18,300,000; Hong Kong, 15,800,000, France, 9,500,000 pounds. Of the 102,818,000 pounds of black tea exported, Russia bought 53,400,000, the United Kingdom 14,000,000, Hong Kong 14,900,000, the United States 6,600,000, Australia 2,010,000, France

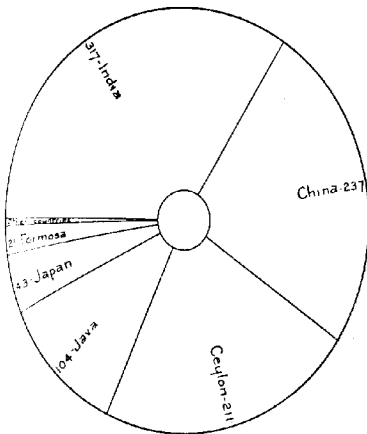


CHART NO. 3.—WORLD'S TEA EXPORTS FROM PRODUCING COUNTRIES

Total exports in 1915, 940,000,000 pounds. The quantities by countries are given in millions of pounds.

1,600,000, and Canada 1,200,000. Of this 82,000,000 pounds were Congou, shipped mainly to Russia, United Kingdom, Hong Kong and the United States; 6,000,000 Oolong, mainly to Asiatic countries; 3,400,000 Souchong, mainly to the United Kingdom and France. Of the 40,843,000 pounds of green tea exported, Russia bought 11,700,000, the United States 10,600,000, France 7,600,000, India 2,400,000, United Kingdom 1,300,000, and Canada 1,100,000. All of the 85,600,000 pounds of black tea were bought by Russia for the Pacific ports or overland to Siberia and Russia.

CHINESE TEA MARKET IN 1915

The Chinese official report makes the following statement on the tea trade of 1915:

"The tea market opened in Hankow on May 15, a week later than in 1914, and the season proved the most profitable one in the history of the port. Buyers were anxious to secure as much as possible, and quantity was more considered than quality. The commonest teas that brought from 12 to 17 taels in 1914 were eagerly taken at 24 taels, and the largest profits were made in the lower grades, the best qualities yielding more modest gains. It is said that the Chinese dealers made 100 per cent on their purchase of the first

crop, and the second crop also fetched handsome prices. Quality was above the average.

"The same remarks apply to the Kiukiang and Foochow markets. In July the adverse effects of the low rouble exchange began to be felt, and there was a cessation of buying for Russia, which reduced prices considerably, until in November a renewed demand for the balance remaining in stock somewhat raised them again. Both black and green and tablet tea also showed satisfactory advances.

"The Chinese dealers are very hopeful about the prospects of the trade for 1916, but if they would insist on an improvement in cultivation and manufacture they would find it would yield more profitable results than even the cessation of the war, upon which they base their hopes. As a matter of fact, the size of the stocks in London, and a lowered consumption, together with a great rise in the silver exchange and in freights, make it very improbable that the 1916 season will be as prosperous for them as its predecessor, and they are likely to be rudely disappointed in their expectations of equally good prices, and to find, on the contrary, that their profits will be on a much more moderate scale."

INCREASED TEA EXPORTS FROM EVERY COUNTRY

Ceylon exported 211,000,000 pounds of tea in 1915, or 20,000,000 pounds more than in 1913 and 17,000,000 more than in 1915. In 1915 the exports of black tea amounted to 206,464,000 and of green tea 5,165,000. There were 120,700,000 pounds of black tea exported to the United Kingdom, 22,240,000 to Australia, 21,919,000 to Russia,

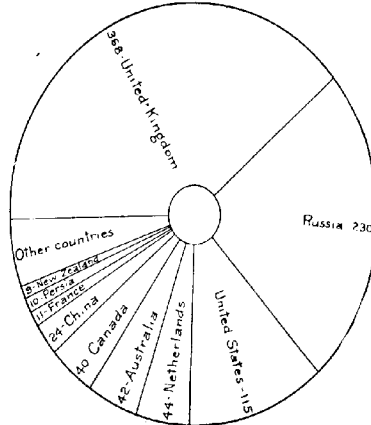


CHART NO. 4.—WORLD'S TEA IMPORTS

Total imports in 1915, 940,000,000 pounds. The quantities by countries are given in millions of pounds.

9,858,000 to the United States, 6,600,000 to China, 4,108,000 to Egypt, 3,407,000 to Africa, and 2,786,000 to India. Of the green tea 2,185,000 was exported to Russia, 1,883,000 to Canada, 583,000 to

EXPORTS OF COFFEE FROM JAVA						
GRADE	Private Estates		Government Estates		Total	
	1914	1915	1914	1915	1914	1915
	<i>Pounds</i>	<i>Pounds</i>	<i>Pounds</i>	<i>Pounds</i>	<i>Pounds</i>	<i>Pounds</i>
Java.....	18,076,984	30,190,232	5,704,656	1,475,600	23,781,640	31,665,832
Liberia.....	3,873,416	2,093,176	198,112	4,069,528	2,093,176
Robusta.....	55,938,934	65,709,488	1,887,000	435,200	56,985,934	66,144,688
Total.....	77,019,304	97,992,896	7,787,768	1,910,800	92,721,264	99,903,696

the United Kingdom, and 406,000 to the United States.

The Dutch East Indies exported 104,800,000 pounds in 1915, against 73,000,000 in 1914 and 66,400,000 in 1913. In 1915 the exports to Netherlands amounted to 424,000,000, to the United Kingdom 27,607,000, to Russia, 17,256,000, to Australia 8,170,000, to Canada and the United States 1,474,000, and to Singapore 2,046,000 pounds.

Japan exported 45,300,000 pounds in 1915, against 39,200,000 pounds in 1914 and 27,300,000 in 1913. The 1915 exports consisted mainly of green tea, pan fired, 28,633,000; green tea, basket fired, 8,396,000; black tea 4,252,000, and tea dust 3,512,000 pounds. Eighty-three per cent of all the exports of tea, or 37,670,000 pounds, was to the United States, of which 23,560,000 was green tea pan fired, 7,870,000 green tea basket fired, 36,410,000 black tea and 2,503,000 pounds of tea dust. Canada ranks second with 4,333,000 and the United Kingdom third with 2,788,000 pounds.

NEARLY HALF WORLD'S TEAS GO TO BRITAIN

Great Britain imported 433,036,000 pounds of tea in 1915, or about 45 per cent of the total exports from all producing countries; this was 62,000,000 more than in 1914 and 68,000,000 more

than in 1913. In 1915 it exported 65,490,000, making the net imports 367,546,000.

It will be seen that the increase in the quantity of imports is a little over 15 per cent in two years, and the value increased about 43 per cent, being \$68,750,000 in 1915 and \$63,910,000 in 1913.

The exports of tea from China, India, Ceylon

BRITISH TEA IMPORTS AND RE-EXPORTS, 1915

COUNTRIES	1915	1915	1915
	Total Imports	Retained for Consumption	Re-exports
	<i>Pounds</i>	<i>Pounds</i>	<i>Pounds</i>
India.....	229,283,600	182,010,000	23,541,550
Ceylon.....	123,757,182	92,729,080	20,012,893
China.....	37,108,770	12,779,972	18,566,878
Java-Netherlands	39,189,140
Other countries	3,718,000	29,805,431	2,369,048
	433,036,731	317,324,744	65,490,361

and Dutch East Indies to all of Russia in 1915 amounted to about 230,000,000 pounds. Of this about 157,000,000 pounds was entered at the custom houses of European Russia, leaving about 73,000,000 pounds not accounted for, of which the greatest quantity was consumed by Asiatic

IMPORTS OF COFFEE INTO THE UNITED STATES						
COUNTRIES	1913		1914		1915	
	<i>Pounds</i>	<i>Value</i>	<i>Pounds</i>	<i>Value</i>	<i>Pounds</i>	<i>Value</i>
Total imports.....	852,524,438	\$104,671,531	1,011,071,873	\$104,791,319	1,228,761,626	\$113,797,806
Imported from—						
Netherlands.....	2,290,299	389,037	5,360,674	814,059	838,951	127,862
Other Europe.....	1,569,276	255,948	1,237,916	184,836	435,227	81,001
Central American States and						
British Honduras.....	36,326,440	4,635,359	44,896,856	5,465,893	71,361,288	8,063,532
Mexico.....	40,382,823	6,392,010	43,551,343	6,755,975	52,205,373	6,625,840
West Indies and Bermuda.....	3,179,231	354,189	11,501,431	1,047,851	12,786,521	1,234,341
Brazil.....	625,092,005	73,650,430	725,800,529	67,450,899	893,175,974	74,542,505
Colombia.....	87,176,447	11,381,675	99,189,096	12,611,706	111,413,170	13,636,417
Venezuela.....	44,284,894	5,694,172	59,956,511	7,233,872	75,277,014	7,606,929
East Indies.....	8,401,992	1,012,762	14,033,936	2,311,483	6,429,906	1,037,355
Other Asia and Oceania.....	3,926,161	665,933	3,596,525	623,778	2,974,870	523,307
Other countries.....	1,899,840	239,956	1,957,056	263,967	1,863,332	288,777

Of the tea imports into European Russia 75 per cent was black tea, 35 per cent brick tea, 15 per cent green tea and 3 per cent tablet tea. The Netherlands imported 51,000,000 pounds in 1914, 57,813,000 in 1914 and 44,940,000 in 1915. The imports in 1915, 32,450,000 pounds came from Dutch East Indies and 11,800,000 from the United Kingdom. About one-half of the exports from Holland in 1914 and 1915 were to Russia and nearly the same amount to the United Kingdom.

JAPAN TEAS ALMOST HALF U. S. IMPORTS

Of the 115,600,000 pounds of tea imported by the United States in 1915, Japan supplied 52,610,000, China 21,330,000, East Indies 14,646,000, United Kingdom 13,510,000 and Canada 3,112,000, the last two being of course, re-exports of tea from India, Ceylon and Japan.

Australia imported 42,000,000 pounds of tea, of

INDIA TEA EXPORTS FOR YEAR ENDING MARCH 31, 1916.

COUNTRIES	1915-1916	Increase Over 1913-14	Decrease Over 1913-14
	Pounds	Pounds	Pounds
To United Kingdom	250,289,000	41,272,000
Russia.....	36,590,000	3,222,000
China.....	9,765,000	1,185,000
Australia.....	9,155,000	240,000
Canada.....	8,718,000	2,831,000
Persia.....	6,875,000	6,629,000
Ceylon.....	4,242,000	504,000
United States...	3,439,000	1,497,000
Asiatic Turkey...	2,327,000	502,000
Egypt.....	994,000	599,000

which 22,000,000 came from Ceylon, 9,000,000 from India, 8,000,000 from the Dutch East Indies and 2,000,000 from China.

Canada imported 40,000,000 pounds during the year ending March 31, 1916, of which 16,935,000 were India tea, 14,090,000 Ceylon tea, 56,880,000 Japan tea, 2,376,000 China tea and 1,019,000 other teas. About half the India and Ceylon teas were imported via England; most of the other teas were imported direct.

COFFEE ESTATE IMPLEMENTS

How American Agricultural Machinery Is Used to Good Advantage on Sao Paulo Plantations.

By FRANK H. VON MOTZ

Sao Paulo, Brazil

DURING the course of a tour of the State of Sao Paulo I visited the fazenda of Senhor Vidal, near Araraquara—one of the most productive coffee estates in that section of Brazil. After inspecting the drying courts and other features of the industrial side of coffee raising, under the guidance of the manager of the estate, I expressed a desire to know something of the agricultural side of plantation work. The manager stated that most of the land devoted to coffee culture is timber land. The timber is cut down and the best part of it used for fence posts, telegraph posts and lumber. What remains is sold for firewood or burned in the field. It is necessary, in every case, to burn over the land before planting, as the undergrowth between the trees is very heavy, and if not burned is apt to take new life after it has been cut down.

After the land has been cleared of everything but the charred stumps of the trees it is plowed with 6 to 12-inch walking plows or with reversible disk plows having 24-inch disks. Wherever it is possible to do so the land is then disked with disk harrows, followed by harrowing with spike-tooth harrows. The young plants are then set out or the seed planted, some growers using one method and some the other. During the rainy summer months (December, January and February) the weeds grow very fast, and it is necessary to work the land between the plants with 5-tooth cultivators, pulverizing harrows, or, where the presence of the tree stumps interfere, with hand hoes.

EFFECTIVE USE OF 60-TOOTH HARROW

On several occasions I have seen an interesting use made of spike-tooth harrows. The Brazilian coffee grower takes two 30-tooth sections, and placing them side by side secures them in that

TEA EXPORTS AND VALUATIONS, 1913, 1914, 1915

COUNTRIES	1913		1914		1915	
	Millions of Pounds	Millions of Dollars	Millions of Pounds	Millions of Dollars	Millions of Pounds	Millions of Dollars
India.....	287.5	47.5	290.6	48.0	317.5	60.3
China.....	192.2	23.3	199.4	24.3	237.6
Ceylon.....	191.5	28.4	194.5	29.1	211.6
Dutch East Indies.....	66.4	73.0	104.8
Japan.....	27.3	5.0	39.2	6.3	45.3	7.7
Formosa.....	23.1	3.2	24.1	3.3	24.0	3.5

position with four strips of hardwood. These strips are quite heavy and are bolted to the harrow sections, and in this way a solid 60-tooth harrow is made, which, on account of the weight of the wood, penetrates the soil, thoroughly working it and destroying the growth of weeds.

In a general way it may be stated that the field for the sale of agricultural implements on coffee estates is confined to walking plows, reversible-disk plows, disk and spike-tooth harrows and pulverizing harrows. Some growers plant corn between the rows of coffee trees, and for that purpose use one-horse corn planters with either double-disk or runner furrow openers and with pressure wheels. Where corn alone is planted the two-furrow planter with runner opener is largely used.

CHINESE TEA MARKET IN 1915

Big Increase in Exports over 1914—Largest Profits Made on Lower Grades—Russia the Chief Purchaser

By THOMAS SAMMONS
Shanghai, China

THE 1915 tea season proved to be an exceptionally profitable one, especially at the Hankow, Kiukiang and Foochow markets. The largest profits, however, were made in the lower grades, as buyers, especially Russian, were active throughout the year. It is stated that the dealers

SHANGHAI TEA EXPORTS, 1914-15

Countries.	1914	1915
GREEN TEA.		
Austria.....	Pounds 27,200	Pounds
Australia.....
British America.....	1,267,200	1,125,600
British India.....	2,069,200	2,633,300
France.....	5,061,067	7,576,200
Germany.....	606,400
Great Britain.....	1,991,867	1,307,300
Japan.....	666,667	91,000
Russia.....	7,682,933	9,973,400
United States.....	13,185,067	11,698,200
All other.....	2,061,466	3,903,800
Total.....	34,619,067	38,310,000
BLACK TEA		
Austria.....	485,200
Australia.....	366,267	616,400
British America.....	843,800	1,074,800
British India.....	10,133	7,400
France.....	316,667	590,200
Germany.....	2,146,800
Great Britain.....	7,800,333	9,202,500
Japan, including Taiwan and Chosen.....	406,667	383,333
Russia.....	5,006,800	18,171,000
United States.....	7,380,000	5,021,800
All other.....	742,533	680,666
Total.....	25,565,200	35,748,000
BRICK TEA, BLACK AND GREEN		
India.....	17,066	27,733
Russia.....	53,219,067	57,692,667
Total.....	53,236,133	57,720,400
LEAF, TABLET, AND DUST TEA.		
British America.....	3,334	3,067
British India.....	177,600	5,333
France.....	3,333	670,133
Germany.....
Great Britain.....	2,295,200	2,208,667
Japan.....	93,600	70,933
Russia.....	1,655,600	5,258,667
United States.....	400
All other.....	143,333	1,473,333
Total.....	4,372,000	9,792,533

CHINESE TEA EXPORTS, 1914-15.

COUNTRIES.	BLACK TEA.		GREEN TEA.	
	1914	1915	1914	1915
	Pounds	Pounds	Pounds	Pounds
Australia, New Zealand, etc.....	1,027,467	2,015,467	533
Austria-Hungary.....	1,010,267	27,200
Belgium.....	344,400
British India.....	83,133	125,733	2,070,800	2,638,400
Canada.....	867,467	1,234,267	1,267,200	1,125,600
Central and South America.....	42,800	61,867
Denmark.....	55,600	2,000
Dutch East Indies.....	261,267	290,533	400	207
France.....	962,533	1,619,467	5,061,067	7,576,200
French Indo-China.....	446,000	156,800	15,067	30,400
Germany.....	3,800,533	606,400
Great Britain.....	15,343,967	17,891,467	1,991,867	1,409,333
Hongkong.....	10,580,000	14,943,067	449,600	663,200
Italy.....	4,533	2,667	1,067
Japan (including Chosen and Taiwan).....	696,000	498,533	759,200	507,000
Macao.....	1,209,733	1,376,667	400
Netherlands.....	1,974,667	110,667
Norway.....	133
Philippine Islands.....	34,667	55,200	2,400	133
Portugal.....	3,867
Russia.....	32,111,000	53,580,133	8,357,465	11,776,400
Siam.....	650,733	1,600	4,200
Singapore, Straits Settlements, etc.....	580,000	844,533	92,133	75,000
South Africa.....	84,133	83,800	133
Spain (including Gibraltar).....	4,400	47,200	84,800
Sweden.....	5,333	133
Turkey, Egypt, Persia, etc.....	186,533	397,467	1,566,400	3,250,200
United States (including Hawaii).....	9,399,933	6,656,666	13,185,200	11,698,000
Total.....	81,772,666	102,818,800	35,565,066	40,843,200

CHINESE TEA EXPORTS AND VALUES, 1914-15.

ARTICLES.	QUANTITY.		VALUE.	
	1914	1915	1914	1915
	Pounds	Pounds	\$	\$
Black.....	81,772,666	102,818,800	10,856,399	16,889,236
Green.....	35,565,066	0,843,200	7,226,341	9,333,446
Brick.....	46,237,467	52,009,867	4,496,383	5,436,451
Black.....	31,613,600	33,499,200	1,556,583	1,705,506
Dust and tablet.....	3,274,267	8,267,600	227,427	624,920

as much as 100 per cent profit on their first purchases, and the second crop also sold at attractive prices. The quality of the teas was said to have been above the average.

Black tea exports increased by more than 21,000,000 pounds, valued at over \$6,000,000. Green tea exports increased by over 5,000,000 pounds, valued at over \$2,000,000. Brick tea, of which nearly all went to Russia, advanced by about 6,000,000 pounds.

The accompanying table shows the quantity of black and green teas taken by various countries during 1914 and 1915.

The exports of brick tea and dust and tablet tea in 1914 and 1915, as well as the valuations of all teas exported in both years, are given in another table herewith.

INCREASED TEA EXPORTS FROM SHANGHAI

The sale of teas of all kinds in the Shanghai district increased by 23,584,790 pounds, valued at \$6,570,275. Increased quantities went chiefly to Russia, which country had been outbidding all others in the purchase of tea during the year. The accompanying table shows the exportation of tea to the principal foreign countries buying during 1914 and 1915, the increase being over 23,000,000 pounds.

The value of the 1915 tea exports from Shanghai was \$23,203,140, as compared with \$16,632,865 in 1914. Of these amounts the share of the United States in 1915 was \$2,198,368, and in 1914, \$2,730,720.

DENMARK'S EMBARGO ON TEA

According to a cablegram from Copenhagen, an embargo has been placed upon the exportation of tea from Denmark.

RUSSIAN WORKERS FOR SAO PAULO

A Russian colonizing commission recently arranged with the Sao Paulo State Government to pay the fares from Russia of a large number of families to be placed as workers on Sao Paulo coffee plantations. The commissioners also arranged with the Sao Paulo railway companies to pay the ocean fares of the Russian colonizers, provided the latter would settle on lands close by.

COFFEE AND COCOA FROM HAITI

Haiti has not yet been able to find a market in the United States for its coffee, and therefore continues to ship nearly all to Europe by the French steamers, and the little shipped to New York is for transshipment. If it were possible to dispose of this coffee in the United States it would facilitate the merchants in making remittances, and in consequence increase the trade with the United States.

Exports of coffee from Haiti in 1915 amounted to 36,879,096 pounds, which were less than half the 1914 shipments, 78,512,339 pounds. Cocoa exports fell from 6,088,684 pounds in 1914 to 3,467,892 pounds last year. In 1915 the United States imported Haitian coffee to the value of \$283,670, most of which was transshipped to the Netherlands and France, and cocoa valued at \$178,526.

COFFEE CROP OF DUTCH INDIA

The production of coffee in Netherlands India in 1915 amounted to 99,903,696 pounds, or 7,182,432 pounds more than in the preceding year, the increases being in the Java and Robusta grades. The accompanying table shows the total production and the yields of private and Government plantations in 1914 and 1915:

COFFEE PRODUCTION IN NETHERLANDS, INDIA, IN 1914 AND 1915						
GRADE	Private		Government		Total	
	1914	1915	1914	1915	1914	1915
Java	18,076,984	30,190,232	5,704,656	1,476,600	23,781,640	31,665,832
Liberia	2,873,416	2,093,176	196,112	4,069,528	2,093,176
Robusta	55,098,904	65,709,488	1,887,000	485,200	56,985,904	66,144,688
Total	77,049,304	97,992,896	7,787,768	1,910,800	92,721,264	99,903,696

THE PRACTICAL COFFEE ROASTER

¶ A department discussing coffee-roasting problems and matters of timely interest to wholesale coffee roasters, with all the news of the field. Subscribers' questions of general trade interest will be answered here free of charge.

SCIENTIFIC COFFEE ROASTING

Skill in Regulating the Heat, Development of the Roast, and Matching of Colors for Blending of Prime Importance

By M. J. McGARTY
Rome, N. Y.

COFFEE as it comes from the growers in the warmer countries is a green bean, hard as a stone, tasteless and useless, so far as beverage making is concerned, until it is roasted and the various growths of beans are properly blended. The taste and aroma of the coffee come from the oil of the bean. The rest of the bean is of no value. Subjecting the raw beans to an intense heat for about 20 minutes releases or makes possible the release of the oil when the ground product is steeped in boiling water.

If the coffee is not sufficiently roasted the extracted oil has a grassy flavor that is unpleasant. If over-roasted it has a smoky or burned taste. For that reason the roasting process must be stopped at just the right period, and the work requires great care, knowledge, and attention to detail.

PROPER ROAST, NOT COLOR, IS CHIEF FACTOR

The color of roasted coffee is nothing more nor less than a trade prejudice. Years ago, when the trade knew only three coffees, Mocha, Java, and Rio, and coffee sold altogether on style, color counted about seventy-five points; the man that had the best-appearing coffee got the business. In those days the agent told the dealer that the coffee was good, the dealer told the consumer it was good, and the consumer would swear by his favorite grocer. But in our day the consumer tells the dealer, the dealer tells the agent, and the agent has to fight it out with the house. There are a few agents and dealers of the old school who still want the light roast, but they are fast being relegated to the scrap heap of coffee men.

ROASTING COFFEE IS LIKE POPPING CORN

Roasting coffee is on the same principle as popping corn. When you start to pop corn you know the corn is going to be white when it is popped;

you don't know nor do you care what shade of white. You know when the corn bursts open it is popped and that some of it will never burst open if you kept it on the fire until the whole batch burned up. It is the same with coffee; you know when you start that the coffee, when roasted, will be brown, but what shade of brown should make no difference. The coffee should be roasted through.

REGULATING THE HEAT A VITAL FACTOR

Let us take a bag of coffee, and watch and follow it closely all the way through the roast from the time the heat first strikes it until it is finished. As soon as the coffee begins to get warm it takes on a kind of yellowish brown color and also a shriveled appearance, and as the color becomes more pronounced so does the shriveled appearance. Then, all at once, your coffee begins to turn a light brown and at the same time it develops or pops open like the corn; and it is right here, at this turning point, that the skill and intelligence of the roaster comes into play. It is here that cutting off or applying heat does its work. Your buyer can use all the skill he has in cup testing and buying, but if the roaster does not know his business, the buyer's work is easily and quickly spoiled. Do not think that I mean that the roaster can take a cheap or poor drinking coffee and roast it to drink with a high-grade coffee, because that is impossible; but he can take a high-grade coffee and make it drink with one of a very low-grade, and do it very easily.

QUALITY OF THE ROAST IS HALF THE BATTLE

But let us go back to the turning point. Every time we take out a tryer full of the coffee it has changed in appearance. It has developed more and turned a darker brown. We continue to try the coffee until we see that the most of it has developed. Then it is ready to be removed from the cylinder. If it be a coffee that finishes up light and is to be blended with a darker roasting coffee, it should be left in the cylinder a short time to bring it as near as possible to the color of the coffee with which it is to be blended. There are still a few dealers who do not think

roasting is much of a trick and that they can teach anyone to roast in a few days, but they are not the men who are selling the coffee. The man who sells coffee to-day recognizes the fact that the roasting is about 50 per cent of the value.

Again let me impress upon you the importance of development. Make your standard development first; color afterwards. While we should always try to have our coffees of a uniform color, it is impossible to roast them all to the same shade; and as color and style figure only about one point in the cup to ninety-nine points in development, you can easily see why development should be the first and most important part of the roaster's duties.

BLENDING THE ROASTED BEANS AN ART

Then comes the blending of the roasted beans. No one brand of coffee would make a good cup of coffee. Coffee, such as the Mocha, Java, Bourbon and Brazil, Mexican, Guatemala, etc., has its own particular flavor, containing elements that, if brought out under the right conditions, are delightful to the taste. By blending the various beans in just the right proportions all the delightful flavors are conserved and made into a pleasing whole, while the disagreeable flavors are entirely eliminated. If the coffee tastes bad, and it has been properly steeped, the fault is pretty apt to be that the roast or the blend is off, assuming that the quality otherwise is all it should be.

TALKS TO COFFEE BUYERS

A Series of Discussions of Coffee Problems Designed to be Helpful to Wholesale and Retail Coffee Distributors

By WILLIAM B. HARRIS

Coffee Expert, U. S. Department of Agriculture, New York

No. 3—COFFEE BRANDS

In the West package coffees have been the feature for a long time, but here in the East the dealer has continued to use coffees purchased in bulk, except as he may have been compelled to stock an advertised brand.

So far as the housekeeper is concerned, she relies almost entirely upon the results obtained by the coffee as made and served. If it pleases her taste she is satisfied. If it does not suit, either on account of the character of the coffee or because the brew has been poorly prepared, she attempts to get something different. The average consumer has very little interest in the composition of the

coffee purchased, and for many years has been accustomed to designate the grade she desired by mentioning a price, or she has asked for Java and Mocha, and taken whatever has been weighed out for her under this label.

RETAILER SHOULD TEST HIS OWN COFFEES

The dealer, therefore, must secure a line of coffees that will have a smooth cup and a good flavor. It is important that as a buyer he should know what he is getting, and it is important for him to test his various coffees on his own table. If the dealer is accustomed to buy bulk coffees it is a simple matter for him to examine them, as it is always possible to have one or another of his coffees prepared at meal time.

He should go further than this, and should try out on his own table every brand of coffee carried on his shelves. A careful note should be made of the character of the coffee as it appeals to him, and he will then be in position to recommend this or that package coffee whenever his customers are uncertain as to what they should purchase.

ADVERTISED AND NON-ADVERTISED BRANDS

As package coffees are increasing in popularity there is danger that the dealer will overstock his shelves with a variety of brands, many of which will move slowly. This will not do his coffee department any good, for as packages become stale they will not tend to make a satisfied line of customers. It may be necessary for the dealer to carry certain of the well-advertised brands of coffee that are now on the market. There are a number of brands for which a demand has been created by extensive advertising, and these brands should be ordered in moderate quantity so that they may be turned promptly. As the price of such brands does not vary materially, for the reason that there is usually a good margin of profit in an advertised package of this description, there is no necessity for the dealer to carry a large stock, and it is decidedly to his advantage to order frequently.

As far as concerns the line of package coffees that are advertised only to a limited extent or not advertised at all, there is very little reason for the dealer to stock them except in certain localities, where there might be a reasonable demand for such brands through some personal knowledge, on the part of the consumer, of the concern putting them out. This, of course, would be very limited, amounting to not over one or two brands at most.

The wideawake retailer, however, will do well

to study carefully the package-coffee question. If he has been putting out his blends on a price basis only, he should discontinue such a practice at once. Any one of his competitors can sell a coffee at a price; and if the customer is in the habit of calling for her blend at one or another of the popular prices, she can do identically the same thing in any store. As a consequence she drifts around from place to place where the display of coffee looks attractive at the price she is accustomed to pay.

A BRAND NAME FOR EACH GRADE OF COFFEE

The first step, therefore, that the dealer should take, after having established his coffee department or arranged his coffee in a particular section of his store, would be to select a brand name for each grade of coffee sold. Even a low-priced Santos should be sold under a distinctive brand that would identify even the cheapest coffee with that particular store. The brand names should be very carefully chosen, and, where possible, they should be names to which the customers of the store have become accustomed. Names of local interest can be taken and applied to the brands of coffee put out by the dealer. This identifies the particular coffees the grocer is selling with his store, and the consumer can only secure such brands by going back to the store for them. She may get the same grade of coffee or kind of coffee in another direction, but if she has become accustomed to a certain brand of coffee it will not seem quite as satisfactory.

A DISTINCTIVE PACKAGE FOR EACH BLEND

After having established brands and tried them out for a time, the dealer would find it very desirable to secure a distinctive package for each blend. The package might be a one-pound bag, one-pound carton, or even a pound-can with a label. This latter, however, is more expensive than the other two forms of package. The one-pound bag is the most easily secured and carries with it the least expense. These bags could all be printed with the same color ink and with the same design, except a single change of brand name. If a different colored bag is used for each brand it makes a difference between the packages, whereas the printing can be all done at one time, and so save the expense that there would be in having small lots of bags printed with different colored ink.

CONCENTRATE SALES EFFORTS ON ONE BRAND

When putting out brands of coffee in this way, the greatest effort should be made on the brand that the grocer considers will be his best seller and

give at the same time the best margin of profit. It will be noted that the greatest success in the way of advertising is where the emphasis has been put upon a single item, even though the concern may carry many other brands of the same commodity. The dealer, therefore, will do well to follow this method and concentrate his efforts on the sale of one particular brand, having no other brands at lower figures to use where it is found necessary; also having one or more brands at higher prices for the class of trade that is never satisfied unless it can secure the most expensive items in the line. The brand selected as the leader should be very carefully tested, and each shipment should be watched to make certain that no variation has occurred in cup character.

ADULTERATED COFFEES IN CANADA

In his 1916 report on ground coffees to the Department of Inland Revenue, Ottawa, Canada, A. McGill, chief analyst, deals with 407 samples purchased as coffee in December, 1915, and in January and February, 1916. Of this number, 35 were declared adulterated. The percentage of genuine coffees was 83½, compared with 88 per cent genuine in 1910. The samples bearing the names of United States roasters and packers were found genuine, although one specimen put up by Chase & Sanborn, Montreal, and sold by L. J. Poulette, St. Thomas, Ontario, on January 4, 1916, was found to have contained from 5 to 10 per cent chicory, and was passed by Mr. McGill, the law permitting not more than 10 per cent. The American firms represented in the report were: Chase & Sanborn, Montreal branch; Bower & Bartlett, Boston; W. S. Quimby Company, Boston; Baker Importing Company, New York; and Minneapolis; Lipton's, Toronto branch; Dwindell-Wright Company, Boston, and J. A. Folger & Co., San Francisco.

"DRIP" METHOD THE BEST

Boiling Water Thoroughly Mixed with Finely Ground Coffee and Dripped through Filter Paper Makes the Finest Coffee and Extracts the Least Tannin

By R. C. WILHELM
New York

PINCH the rind of the tangerine or orange and the oils will be projected in a spray; the grinding of coffee liberates similar oils into the air; cleave a bean of roasted coffee, and in the sunlight one may see the iridescence of the volatile oils escaping from hundreds of minute cells.

near a power grinder and you will enjoy of the most delicious fragrances known, volatile coffee oils in rapid evaporation released by breaking up of millions of minute cells. Coffee should be ground at the very moment of using.

Coffee may be likened unto a sponge saturated with honey, the "honey," or very essence of the coffee, being the volatile oils; the "sponge," or fiber, being merely the container. It is the fiber, the "grounds" which carries the tannin and caffeine, and therefore the boiling of the coffee brings out the heaviest-proportion of these properties. The problem then of proper coffee making is to extract the "honey" without stewing the "sponge."

There is one best way to accomplish every result. The best way (and the simplest) to make coffee is the filtration or "drip" method. At the risk of being too elementary we will describe in detail. Upon the finely ground coffee (never powdered) pour the viciously boiling water and stir for a few seconds to thoroughly mix; then filter or "drip" through cheese-cloth into a second vessel—preferably earthenware or porcelain. A better way is to use a "two-story" coffee-pot, the bottom of the upper story being finely perforated to allow the passage of the water. A disk of thin filter paper over the perforations will insure the coffee dripping amber-clear to the last drop. In a "drip pot" all of the water must pass *through* the ground coffee, whereas in a cheese-cloth bag a considerable proportion of the water, following the line of least resistance, escapes through the sides of the bag.

BOILING EXTRACTS TEN TIMES MORE TANNIN

When made by boiling, a large cup of coffee contains about $\frac{3}{4}$ grains each of tannin and caffeine, properties of the fiber or grounds which are extracted by their immersion. Medical authorities state that the last mentioned is a true stimulant in that it gives no reaction. But when taken in large quantity these properties are said to affect persons of highly nervous temperament. The "drip" method extracts *instantly* all of the volatile oils, with a minimum of tannin—about $\frac{1}{10}$ grain per cup, one-tenth of the amount extracted by boiling—but the coffee must be finely ground (coarse ground coffee is unopened coffee—stewed coffee), and the water boiling furiously. If the liquor is passed through the grounds more than once it does not produce more "honey," but brings out bitterness and astringency—the oils are fully extracted during the first pouring.

The mistaken argument of economy is some-

times advanced in favor of boiling. Let it be known that a pound of high-grade coffee will produce from thirty-five to thirty-eight smooth, rich and delicious cups by the "drip" method, a cost of one cent per cup, the cheapest and best enjoyed article on one's table. Coffee stands as the single food product that has not doubled in price the past ten years.

Powdered coffee, or very finely pulverized, is not advised; these processes heat the coffee more or less during the grinding, which tends to more swiftly drive off the volatile oils. Also powdered coffee does not readily mix with water, but acts like flour and water. Ground coffee should not be placed in a paper bag, as the paper rapidly absorbs the oils. Coffee finely ground gives the best average results, and, if possible, ground the very moment of making. "A hint to the wives is sufficient."

COAST ROASTERS' PROTEST

California Roasters' Association Committee to Present Objections to Pulverized Coffee and Filtration Campaign at Atlantic City Convention Next Month

[FROM A SPECIAL CORRESPONDENT]

SAN FRANCISCO, Sept. 25, 1916.

CALIFORNIA coffee roasters seem to be pretty well satisfied with the present status of the controversy concerning pulverized coffee and the filtration method of preparation. In its protest against the advertising campaign of the National association along those lines, the California association appears to have spoken for the Pacific Coast trade as a whole. A fairly careful canvass of the San Francisco trade fails to find anyone who does not endorse the stand of the officials of the California association.

Aside from the real merits of pulverized coffee and the filtration method, the Pacific Coast trade is solidly lined up behind the proposition that the National association is not justified in urging upon the public anything which is of doubtful benefit to the trade as a whole, especially where it cannot be claimed that any matter of great public welfare is at stake. Local roasters say that if it had been established that the health of their consuming trade were at stake the question would be different; but with it being admittedly possible, through careless brewing, to release the so-called unwholesome elements from pulverized coffee as from others, the attempt to bring about a change of method is not within the province of the Na-

tional association. They do not believe it will be found necessary to urge upon the public any policy that would be found detrimental to the interests of any large section of the trade in any part of the country—North, South, East or West. They believe that there are other features, educational and otherwise, which can be better advertised, and advertised with the unanimous approval of the trade.

LITTLE PULVERIZED COFFEE USED ON COAST

The coffee demand in California is summarized about as follows by the largest handlers of coffee in San Francisco: By far the largest demand is for a medium, fine-ground coffee which serves for use in the ordinary coffee pot unequipped with internal mechanism. This demand is variously stated at from 50 to 60 per cent of the total. The restaurant trade of the Coast uses most largely coffee of a grind of about the fineness of granulated sugar, as this grade of fineness is thought to be the most advantageous for use in large coffee urns where a sack is employed. The percentage of pulverized coffee in use by private families on the Coast is very small, though perhaps there is a tendency toward a greater use. The advertising of patented percolators has naturally stimulated the demand for finely-ground coffee in the San Francisco territory, as elsewhere. The average dealer, of course, wishes his customers to get what they want, even though it is a little more trouble to grind pulverized coffee, and the wholesale trade stands ready to supply package goods or bulk coffees to meet peculiar requirements. At the same time they question the wisdom of advocating radical changes when the results are of doubtful benefit. Advertising which benefits a particular class affiliated with the trade—for instance, the manufacturers of patented percolators or coffee milling machinery—should, according to the Coast viewpoint, be supported by those interests direct. No difficulty is apprehended by the California members in the matter of seeing the question satisfactorily disposed of at the annual meeting of the association in November. Probably the president of the California association, and one or two others on a committee, will then present the case to the satisfaction of all. Unofficially, it is suggested that the national coffee advertising should be largely of a nature to offset the absurd claims of the cereal coffee advertisers and such others as are proclaiming harmful effects from coffee drinking. It has been proved often enough that coffee is a health food as well as a stimulant, especially adapted to this energetic age, and any national advertising along this line

would serve a good purpose in enlightening the public.

G. P. M.

COFFEE CONVENTION SPEAKERS

Some of Those Scheduled to Make Addresses at Atlantic City Meeting, Nov. 14-17, 1916

THE National Coffee Roasters' Association has issued an invitation to all in sympathy with the efforts of the association to advance the interests of the coffee-roasting industry of the United States to attend the open sessions of the Sixth Annual Convention, to be held at the Marlborough-Blenheim Hotel, Atlantic City, on November 14-17, 1916. Secretary Toms announces that the programme, so far as completed to date, is as follows:

Address of welcome by Hon. Harry Bacharach, Mayor of Atlantic City; response for N. C. R. A., J. O. Cheek, first vice-president.

Address, "Dollar Exchange," L. J. Burnes, of National City Bank, New York.

Reports of presidents of the various local associations; reports of committees.

Address, "Harmony of Trade Relations," Wm. Bayne, Jr., president, New York Coffee Exchange.

Address, Dr. Carl L. Alsberg, chief, Bureau of Chemistry, United States Department of Agriculture, Washington, D. C.

Address, Felix Coste, St. Louis, Mo.

Address, "Bankruptcy Law," T. H. Green, Minneapolis, Minn.

Address, "What Do We Know About Coffee?" Floyd W. Robinson, vice-president, The Detroit Testing Laboratories, Detroit, Mich.

Address, "Our Retail Distributor," Paul M. Haserodt, vice-president, The Widlar Company, Cleveland, Ohio.

Address, W. K. Gill, manager, coffee department, Stone-Ordean-Wells Company, Duluth, Minn.

Report of special committee on "The Retail Grocer's Problems," Frank R. Seelye, chairman, Chicago.

Address, C. C. Parlin, The Curtis Publishing Company, Philadelphia, Pa.

Report of joint trade committee on "ProCoffee National Advertising Campaign."

Address, "Advertising Coffee Nationally," R. T. Snodgrass, N. W. Ayer & Son, New York.

Address, "The Increased Cost of Conducting a Wholesale Coffee Roasting Business," Carl W. Brand, The Widlar Company, Cleveland, Ohio.

THE PRACTICAL TEA MAN

¶ A Department devoted to the discussion of tea problems of importance to the trade, with the news of the tea packing and jobbing field. ¶ Subscribers' questions of general trade interest will be answered here free of charge.

TALKS TO TEA BUYERS

A Series of Discussions of Tea Problems Designed to be Helpful to Wholesale and Retail Tea Distributors

BY S. LIVINGSTON DAVIS
New York

NO. 3—PRIVATE LABELS VS. TRADE MARK BRANDS

NOW that tea is sold so extensively in packages most first-class retailers are tempted some time or other to put out packets under their own label. This idea makes a strong appeal to the progressive dealer. He wishes to get the benefit of his introductory work, and probably has visions of establishing such a demand for his product that other retailers will be induced to handle it.

Some old-established merchants, possessing the confidence of their trade, can and do put out teas under their own private brands with a fair measure of success, but, as a rule, those who go in for this sort of thing give it up after the first one or two orders and return to old-established trade-mark brands.

MOST RETAILERS DROP PRIVATE LABEL TEAS

No dealer ever goes in for a private label without the conviction that he is going to continue it, and when he finds that 5,000 labels cost but little more than the cost of 1,000 he usually orders the larger quantity, and has his first shipment packed out of these, expecting to use the balance later on. Probably 50 per cent will order a second shipment, and the percentage of those who go on after that is very small indeed. The consequence is that thousands of dollars' worth of labels, cartons, canisters, etc., are being wasted every year, to say nothing of the time and trouble expended.

PACKING OF TEAS A SPECIALTY BUSINESS

The packing and introduction of a brand of package tea is a business by itself and worthy of the entire time and attention of the proprietor. When a distributor attempts to establish a brand

as a side show to his regular business he is at a great disadvantage as compared with the packer, who is concentrating his energy and ability on the one purpose.

No matter how well and favorably known a dealer may be in a community, his name will not possess the selling power of the name that has become associated with good tea in the minds of consumers through the medium of judicious advertising.

TEA STOCK SHOULD BE SMALL AND FRESH

Tea of all kinds, and particularly Ceylon teas, deteriorate more rapidly in small packages than in bulk, and should be ordered in small quantities frequently. Take, for instance, a flavory Pekoe Ceylon sold in half-pound lead packets. When that grade of tea comes from the packer it will make an excellent tea for anyone to drink, but let it stand on the shelf for six months and it will lose its most attractive feature—flavor. The dealer ordering or packing under his own mark almost invariably orders too much at a time.

One of the reasons that chain and economy stores can put out low-priced goods, and get away with it, to consumers who have been accustomed to using better grades is because they make a point of selling their tea while it is still bright and fresh, and this same thing is true of roasted coffee.

RETAILER MAY BLEND TEAS FOR CUSTOMERS

The dealer who desires to specialize on a particular blend of his own will, as a rule, do better by keeping his teas in bulk in the original packages or in shelf canisters and blending it himself in small quantities according to the requirements of his trade.

CARTER, MACY & CO. REORGANIZE

Carter, Macy & Co., the old and well-known tea importing house, with headquarters in New York and branches in all the tea-producing countries, has been incorporated under the laws of the State of Delaware, with a capital stock of \$2,000,000. The new incorporation includes the business of Smith, Baker Company and Otis A. Poole & Co.,

recently merged with Carter, Macy & Co.

New and important interests have become identified with the company and additional capital has been added with a view to expanding the business. Oliver C. Macy, who was prominently identified with the business before the reorganization, is a vice-president under the new management. John C. Wirtz, formerly with Smith, Baker Company, becomes assistant secretary. Among the directors are listed some of the country's most prominent financiers.

The officers of the company are: Richard P. Tinsley, president; Oliver C. Macy, first vice-president; T. Ridgway Macy, second vice-president; Ames Higgins, secretary; John C. Wirtz, assistant secretary; Percy Mayes, treasurer; E. J. Cowan, assistant treasurer. Directors, Richard P. Tinsley, Oliver C. Macy, T. Ridgway Macy, V. Everit Macy, William S. Kies, Willard Straight, J. F. Hartley, Cecil Page and J. McMillan Hamilton.

MITCHELL'S TRIP TO THE FAR EAST

[STAFF CORRESPONDENCE]

WASHINGTON, D. C., Sept. 21, 1916.—It is said here that George F. Mitchell, the Supervising Tea Examiner, will make a trip in the near future for the Government to all of the tea-growing countries of the world. The purpose of the trip is to enable Mr. Mitchell to study teas from a commercial standpoint. Definite arrangements, it is understood, have not been made, but if the trip is taken, Mr. Mitchell will visit China, Japan, India, Ceylon, Java, Formosa and other countries. He will probably be gone from eight months to a year.

It is rumored that before setting out on this globe-trotting expedition Mr. Mitchell will be married to Miss Nell Rose Baggett, of this city, the engagement having been announced sometime ago. Mr. Mitchell did not care to discuss the trip because of the fact that no definite arrangements have been completed.

L. M. L.

MITCHELL'S INSPECTION TOUR

[STAFF CORRESPONDENCE]

WASHINGTON, D. C., Sept. 28, 1916.—George F. Mitchell, Supervising Tea Examiner, will leave here October 1 on his annual inspection tour of the various tea ports. He expects to be gone about six weeks, visiting Boston, New York, Chicago, St. Paul, Tacoma, Wash.; San Francisco and other places.

L. M. L.

INSTRUCTIVE ARTICLES WITH AIM AND POWER

J. P. FEHR, P. O. Box 197, Atlanta, Ga., writes: "I am delighted with THE TEA AND COFFEE TRADE JOURNAL. I like its style; I like its spirit; I like its articles. They have aim; they have power; they are instructive."

TEA CONTRACT AWARDED BY NAVY

[STAFF CORRESPONDENCE]

WASHINGTON, D. C., Sept. 27, 1916.—The John Thierbach Company, San Francisco, has been awarded a contract for furnishing 6,000 pounds of tea in half-chests, crated, to the Mare Island, Cal., navy yard at \$1,123.20.

L. M. L.

JAPAN AND FORMOSA TEA EXPORTS

Cables from Yokohama report that the total exports of Japan teas from Yokohama and Kobe from the opening of the season to August 14, 1916, have amounted to 16,500,000 pounds, as compared with 21,000,000 pounds in the same time a year ago and 19,300,000 pounds in 1913. The total shipments, steamers and overland, amount to 16,750,000 pounds. This includes 9,500,000 pounds exported to the Pacific Coast, against 11,000,000 a year ago and 9,500,000 pounds in 1913, as well as exports of 3,200,000 pounds to New York and the East, against 5,000,000 pounds a year ago and only 1,000,000 pounds in 1913, and exports of 1,600,000 pounds to Canada, against 2,000,000 pounds in 1915 and 1,000,000 pounds in 1914.

According to a cable from Tamsui, Formosa, the total shipments of Formosa teas from the opening of the season to date have amounted to 300,000 packages, against 342,000 packages last year and 287,500 packages in 1914. Total shipments of Formosa teas via the Pacific so far this year have amounted to 247,500 packages.

FORMOSA TEA GROWING EXPANDS

According to the *Taiwan Nichi Shinpo* tea cultivation in Formosa is on the increase. There are more than 30,250 acres of land planted in tea in Taihoku Prefecture (comprising the northern end of the island), and it is estimated that there are still some 6,810 acres of unused land which might, with proper encouragement, be utilized for tea growing. With this object in view the Taihoku Agricultural Association, a Government-controlled organization, plans to spend about 190,000 yen (\$94,715) during a period of five years for tea plants and cuttings to be distributed among tea growers, particularly those who open new land. It is anticipated that the tea output will, if this policy be kept up, be increased by about 3,000,000 pounds per year at the end of nine or ten years. The cause of this activity is to be found in the enhanced prices and increased sale of Oolong tea in the United States during 1915.

"THE LITTLE SCHOOLMASTER OF THE TRADE"

M. F. Tracy, 192 South Main street, Fall River, Mass., writes: Please pardon my delay in renewing my subscription to the 'Little Schoolmaster of the Trade.' I would not miss its monthly information for considerably greater cost."

THE PRACTICAL SPICE MAN

¶ A department containing matter of special interest to Spice Importers, Spice Grinders and Spice Dealers; also the news of the Spice Trade.

THAT SPICE-EXTRACT MERGER

N Definite Action Taken by Spice and Extract Associations at Special Meetings in New York on September 29—Extract Manufacturers Elect Officers and Executive Committee

ON September 29 special meetings were held of both the Flavoring Extract Manufacturers' Association and the American Spice Trade Association, in New York City, to receive the reports of their respective conference committees on the question of bringing about an amalgamation of the two associations. It will be recalled that this proposal first came up at the annual meeting of the Extract Manufacturers' Association at Atlantic City last June, and has been the subject for discussion and conferences in both organizations since that time.

EXTRACT MEMBERS TO VOTE ON MERGER PLAN

The action at the special meetings in New York was somewhat different in each case. The spice trade organization passed a resolution stating that the suggested amalgamation was "favored by a large majority, if not all, of the votes at this special meeting. The directors are hereby empowered to proceed with the merger, provided the details can, in the judgment of the directors, be satisfactorily arranged." The Extract Manufacturers' Association, on the other hand, elected a new executive committee, which was instructed by resolution to investigate the suggested plan of amalgamation, and see whether or not a detailed plan of merger could be arranged. This plan is to be submitted to a referendum vote by mail to all of the members of the Extract Manufacturers' Association, and, if approved by the majority, will then be taken up definitely with the Spice Trade Association.

EXTRACT MEN WANT THE UPPER HAND

While little or no opposition to the idea of combining the two associations was voiced at the special meeting, it is understood that there are at least two serious obstacles which will have to be surmounted before the members of the two associations can get together. One of these appears to be the determination on the part of the extract

manufacturers to dominate the consolidated organization if the latter is brought about. They are said to feel that the Flavoring Extract Manufacturers' Association is more of a national and representative body than the American Spice Trade Association; that it has a larger membership; is stronger financially, and has done more as an organization for its members than the other association. Therefore, if the members of the Spice Trade Association are unwilling to have the extract interests dominate the proposed combination, it is doubtful whether the amalgamation can be consummated.

SPICE GRINDERS MAY FORM SEPARATE BODY

Another factor which is being talked about as presenting a possible obstacle is the attitude of the spice grinders. Many of the spice grinders cannot see any particular advantage in becoming affiliated with the extract manufacturers, and there is a rumor that the spice grinders may form an organization of their own. If the grinders should take this step this would weaken the Spice Trade Association to such an extent that there would be little material left in the latter organization from which to draw in case of a consolidation with the extract interests.

EXTRACT ASSOCIATION ELECTS OFFICERS

The election of officers and executive committee of the Flavoring Extract Manufacturers' Association, which had been deferred from the Atlantic City meeting, took place at the special meeting on September 29 as follows:

President, Frank L. Beggs, of Styron, Beggs & Co., Newark, Ohio; first vice-president, F. P. Beers, of the C. L. Cotton Company, Earlville, N. Y.; second vice-president, Charles D. Joyce, of A. Colburn Company, Philadelphia; third vice-president, C. W. Brand, of the Widlar Company, Cleveland; secretary, Gordon M. Day, of the Day-Bergwall Company, Milwaukee; treasurer, F. A. Ross, of the Stickney & Poor Spice Company, Charlestown, Mass. The new executive committee consists of the above-named officers and R. H. Bond, of McCormick & Co., Baltimore; E. Hornbeck, of Burton & Co., New York; J. O. Schlotterbeck, of the University of Michigan, Ann Arbor, Mich., and C. F. Sauer, of the C. F. Sauer Company, Richmond, Va.

SPICE BIDS FOR NAVY

WASHINGTON, D. C., Sept. 23., 1916.—Bids are to be opened here on October 17 by the Bureau of Supplies and Accounts, Navy Department, for furnishing 800 pounds of spices, to include 200 pounds of cinnamon, 120 pounds of cloves, 250 pounds of sage, and 150 pounds of thyme.

SPANISH RED PEPPER EXPORTS

Exports of ground red pepper from the Valencia and Alicante districts, Spain, in 1915 were valued at \$237,927, as compared with \$244,184 during the year 1914, and were shipped to the United States, Porto Rico and the Philippine Islands. With the exception of shipments to the United States, exports of pepper were unimportant. All the ground red pepper comes from Murcia, and it is only a question of convenience to the shipper whether export is made from Valencia or Alicante, though the latter port is the natural shipping point.

CASSIA SHIPMENTS FROM HONGKONG

Cassia shipments from Hongkong for the first three months of 1916 were valued at \$201,455, as against only \$8,717 for the same period in 1915 and \$25,746 in 1914. Hongkong dealers explain the increase as due to New York houses buying heavily for a subsequent rise in prices.

MUSTARD SEED FROM CHILE

In 1915 the exports of mustard seed from Valparaiso, Chile, to the United States amounted to 595,176 pounds, valued at \$31,419—an enormous increase over 1914, when the total was only 3,560 pounds, worth \$200.

COCOA ADULTERATION

A trader in Dusseldorf, Germany, named Christian Camps, has been fined, according to *Vorwärts*, for dangerous adulteration of food in peculiar circumstances. The military authorities, through an agent, bought 15 tons of cocoa powder in Holland, which on its arrival in Dusseldorf was found to be so adulterated that it was rejected as unfit for food. The war authorities offered the stuff for public auction, and Christian Camps bought 50 barrels of it. The police were informed by a rival tradesman of Camp's purchase, and sent their analyst to make investigations. It was discovered that the cocoa powder consisted of cocoa shellings heavily adulterated with sand and stable manure. Camps had a few barrels left, which were confiscated, but the greater part of his purchase had been already dispatched to various parts of the country.

COCOA IMPORTS AT NEW YORK

Cocoa arrivals at New York continue heavy. According to Frank G. Alden, the total imports from January 1 to August 31, 1916, were 1,093,594 bags, which compares with 975,935 last year and 748,484 in 1914 during the same period. African was the big factor, furnishing 294,154 bags. Sanchez was next with 230,014 bags, and Trinidad third with 144,654 bags. Cocoa imports at New York from January 1 to August 31 in detail follow:

	Bags		
	1916	1915	1914
Trinidad.....	144,654	132,560	141,717
African.....	294,154	158,046	157,846
Bahia.....	123,810	109,400	99,451
Sanchez.....	230,014	218,981	118,894
Venezuelan.....	96,073	127,571	64,713
Guayaquil.....	140,653	126,060	90,136
Cuban.....	1,820	13,522	12,818
Grenada.....	18,422	17,746	15,487
Para.....	6,536	11,915	7,065
Hayti.....	1,781	14,857	10,560
Surinam.....	7,007	6,058	15,428
Ceylon.....	5,102	7,404	5,252
Java.....	4,350	2,938	4,800
Colombian.....	2,302	1,411	1,517
Maracaibo.....	6,116	4,127	1,650
Jamaica.....	7,105	19,761	8,062
Divers.....	3,700	2,618	1,258
Totals.....	1,093,599	975,935	748,184

The above includes cocoa in transit and re-exports.

CLASSIFICATION OF AFRICAN GRADES

	1915	1916
St. Thome.....	22,259	135,787
Accra.....	35,780	258,371

U. S. BUYING MORE ACCRA COCOA

The largest single increase in exports from Liverpool was in raw cocoa, which amounted in 1914 to \$1,919,916 and in 1915 to \$3,855,844, an increase of \$1,935,928. This cocoa is nearly all West African, which, prior to the war, found its best market in Hamburg. The stoppage of trade with that port diverted large quantities to Liverpool, whence a portion has found its way to the United States. As a result of increase of production and improvement in quality, Accra cocoa is being more largely used in the United Kingdom, and there is a growing demand for it in the United States, to which some direct shipments were made during the year. A good home demand for the various kinds of cocoas in 1915, coupled with moderate supplies, kept values at a fairly high level. There was also a good demand from the United States, although it fell off a little just at the close of the year.

Shipments of spices from Liverpool to this country in 1915 were valued at \$110,786, as compared with a valuation of \$75,102 the preceding year.

THE PRACTICAL EXTRACT MAKER

¶ A department devoted to interests of manufacturers of Flavoring Extracts, Perfumes and Toilet Preparations.

LEMON EXTRACT ANALYSES

Chief Analyst McGill Finds 69 Technical Adulterations in 223 Samples Examined—He Recommends a Citral Content of 0.10 Per Cent as Sufficient

A RECENT report by A. McGill, chief analyst, to the Department of Inland Revenue, Ottawa, Canada, on adulterations of lemon flavoring extract, proved most interesting. The analysis covered 223 samples purchased by the Department's inspectors in July, August and September, 1915. This was the first analytical inspection of lemon extracts since 1910. Mr. McGill's report in part, was as follows:

By an Order in Council of October 17, 1912, lemon extract is defined: "Lemon extract is the flavoring extract prepared from lemon peel, or from oil of lemon, and contains, along with more or less of the terpenes of lemon oil, not less than two-tenths (0.2) of 1 per cent of citral derived from oil of lemon." This definition recognizes that the terpene content of lemon oil (consisting of above 90 per cent of the whole) is of secondary importance as a flavoring material. The flavor-giving components of lemon oil are essentially citral and citronellal, with smaller amounts of other substances. It remains true, however, that some difficulty is found in fully removing these flavor-giving components of the oil, without at the same time taking into solution a large portion, or even the whole of the terpenes; and the successful manufacture of a terpeneless lemon flavoring extract demands great care and experience. The Order in Council defines a terpene lemon extract as follows: "Terpene lemon extract is the flavoring extract prepared as above described, and contains not less than five (5) per cent of oil of lemon and not less than two-tenths (0.2) of 1 per cent of citral, derived from oil of lemon." This article (terpene lemon extract) is identical with the ordinary lemon extract of the U. S. A. regulations. Its manufacture demands the use of strong alcohol, without which the terpene content of oil of lemon cannot be held in solution.

It is certain that the large number of failures to meet our standards is mainly due to faulty methods of manufacture, and not to intentional fraud. The attempt to get into solution a proper amount of citral by use of a weak alcohol (less than 50 per cent strength) makes demands that can only be successfully met by much experience and acquired skill. That the great majority of

these extracts are intended to be terpeneless is shown by the following facts:

Out of 223 samples only 10 samples contain above 5 per cent lemon oil, only 15 samples above 4 per cent, only 23 samples above 3 per cent, and only 40 samples above 2 per cent. All samples containing as much as 3 per cent lemon oil are found to contain the required minimum amount of citral. It is also noteworthy that, with exception of three or four samples, all those found to contain less than the standard minimum amount of citral are made with alcohol of less than 50 per cent strength.

Under the provisions of the Canadian law 69 of the samples were found, technically, to be adulterated and 83 were declared genuine. The remainder were sold as compounds. Mr. McGill recommended that the presence of 0.10 per cent of citral be recognized as proving good faith on the part of the manufacturer.

EXTRACTS FOR THE NAVY

[STAFF CORRESPONDENCE]

WASHINGTON, D. C., Sept. 19, 1916.—The Bureau of Supplies and Accounts, Navy Department, opened the following bids here to-day:

For furnishing 132 eight-ounce bottles of lemon flavoring extract—John Rothschild Company, at \$609 per bottle; Hooper & Jennings, at \$732; Pacific Commercial Company, at \$87, and William Cluff Company, at \$1,236. For furnishing 800 pounds of vanilla flavoring powder—John Rothschild Company, at \$8429 per pound, and Pacific Commercial Company, at \$76. L. M. L.

SPANISH OLIVE OIL IN 1915

Malaga Province, Spain, produced 13,719 metric tons of olive oil in 1915, more than four times the 1914 output. Seville Province exported to the United States in 1915 olive oil valued at \$196,631, to Porto Rico \$107,467 worth, and to the Philippines, \$31,117 worth. The Madrid district produced 28,412 tons of olive oil in 1915.

AS IMPORTANT AS A "RED STAMP" LETTER

MENOW & GARCOY, 414 North Second street, St. Louis, Mo., writes: "We treat each issue of your valued publication with the same consideration as we do all 'red stamp' letters; give it due consideration."

THE WHOLESALE GROCER

¶ A department devoted to matters of special interest to wholesale grocers packing cocoa, rice, olives, olive oil, preserves, jams and condiments, in addition to teas, coffee and spices.

JOBBER'S DISCOUNTS

Views of a Wholesale Grocer Who Advocates Discounting of Bills Generally by Jobbers and Retailers

By B. B. CUSHMAN
Detroit

I BELIEVE that every jobber should discount his bills. If he cannot see the wisdom of discounting because of the $\frac{1}{4}$ per cent that is allowed, let us enlarge that cash discount, so as to make the profit that the discount will give if he'll pay his bill within the discount period rather than at maturity. If the jobber can learn to discount his bills he will soon preach the gospel to the retailers, and if the retailers learn to discount their bills they'll know what it means to push collections. The result will be beneficial all along the line.

I remember some time ago while visiting our Escanaba, Mich., house, a young man was introduced to me, whom our manager told me had saved \$600 and expected to open a small grocery store. He was buying an "opening stock" from our Escanaba house, and I asked him if he was going to discount his bills; he said he wouldn't be able to but would pay promptly at maturity. I told him that he should establish a credit standing by discounting his bills. He didn't know how this could be accomplished unless he had the money, and he thought he'd have to sell some goods first to get the money to permit him to pay his bills so he could buy more goods. I told him he should get acquainted with the local banker, give the banker references, and then deposit in that bank. He should tell the banker that it was his desire to discount his bills, and to do so it would be necessary to borrow money from the bank from time to time. I suggested that he borrow \$50 for 60 days at 6 per cent. It would cost him only 50 cents for the use of the money. The banker would loan it to him, and the merchant would deposit the proceeds of the note to his own credit right at the bank. The young man said: "What will I use the money for?"

I told him he needn't use it at all—just leave it

there to establish himself as a person in the community that has a bank account. I told him he was paying only 50 cents for the privilege of having the account there for 60 days, and at the end of 60 days he ought to walk into the banker's office and say: "Mr. Banker, I owe you \$50, due to-day. Here's my check for the amount."

HOW DISCOUNTS DEVELOPED A BUSINESS

Mr. Banker would give the merchant back his note and charge the check to the latter's account, and he would realize that the man had kept a balance in the bank as great or greater than the money the banker actually loaned him. In this way the dealer established confidence and was able to borrow \$100 and continue. He followed my advice. I kept watch of it for almost two years, and found that he had not only paid his bills, but the money that he had earned in discounts paid the interest at the bank on loans. This merchant had through this method been able greatly to develop his business, buy new fixtures, and take on responsibilities which he never could have taken on if he had not established a credit for himself in his community.

EVERY JOBBER SHOULD DISCOUNT HIS BILLS

I believe that every jobber should establish for himself a credit in his community to the extent of borrowing his money from the banker, if necessary, to use for the purpose of paying bills to manufacturers within the discount period. The only way we can teach the majority of jobbers to do this is to give them a reasonable discount that will make them see the value of paying their bills within the discount period.

I also believe that all lines of business should be more or less uniform in the cash discount allowed to jobbers, and a man who will pay his bills promptly ought to have 2 per cent from the manufacturer as against the fellow who never pays until maturity, even after that period. If the manufacturer knew that he could be assured of his money within the discount period from all jobbing concerns he dealt with, just think how much less money it would take to carry on his business.

ROSS COMPANY FILES NEW CHARGES

[STAFF CORRESPONDENCE]

WASHINGTON, D. C., Sept. 23, 1916.—The Federal Trade Commission has issued a second amended complaint against the Shredded Wheat Company, Niagara Falls, N. Y., which is an amplification of the charges contained in the two preceding ones and presents two distinctly new allegations. The first is that the Shredded Wheat Company has made representations to the Kellogg Toasted Corn Flakes Company urging it to take action against the Ross Company; and the second is that the Shredded Wheat Company has agreed to make the Stecher Lithographic Company, under contract to supply cartons to the Ross Company, break its contract. L. M. L.

COCOA CONTRACT AWARDED

[STAFF CORRESPONDENCE]

WASHINGTON, D. C., Sept. 17, 1916.—The Bureau of Supplies and Accounts, Navy Department, has awarded a contract for \$324.96 to Anlaucher Sons Company, New York, for furnishing the Brooklyn navy yard with 6,000 one-quarter-pound cans of the best quality of break-fast cocoa. L. M. L.

ACME TEA PROFITS

The gross sales of the Acme Tea Company for the fiscal year ended July 3, 1916, were \$16,705,316, resulting in net profits of \$689,277. After allowing for dividends on both preferred stocks, there remained \$461,777, which is equivalent to \$13.19 a share on the \$3,500,000 common stock. Sales for August, 1916, amounted to \$1,334,694, an increase of \$119,217 over August, 1915.

KANSAS JOBBER'S PROFIT REPORT

In his *Trade Letter Leaflet* for August, 1916, R. H. Bennett, secretary of the California Wholesale Grocers' Association, reproduces the sales and profit report for April, 1916, of a Kansas wholesale grocer. The coffee, tea, spice, extract and sugar departments are listed as follows:

COFFEE UP 12½ PER CENT OVER 1906

According to a recent article in the *New York Sun*, the wholesale price of Rio No. 7 coffee advanced from 8¼ cents a pound on September 1, 1906, to 9½ cents on August 1, 1916, an increase of 1¼ cents, or 12½ per cent. The wholesale price of Formosa-Oolong tea, which was 17 cents on September 1, 1906, had increased to 18½ cents on August 1, 1916, up 1½ cents, or 6 1/5 per cent. The wholesale price of granulated sugar increased 50 per cent in this ten-year period.

BOOSTING PORTO RICAN COFFEE

[STAFF CORRESPONDENCE]

WASHINGTON, D. C., Sept. 22, 1916.—A representative of the coffee growers of Porto Rico recently paid a visit here to Dr. E. E. Pratt, chief of the Bureau of Foreign and Domestic Commerce, Department of Commerce. It is understood that the purpose of the visit was to bring up again the question of a protective tariff on coffee. Nothing definite was accomplished by the visit, and Dr. Pratt would not discuss the meeting at any length.

It is understood that the Insular Chamber of Commerce, composed of local business organizations in the six largest cities of Porto Rico, co-operating with the National Coffee Growers' Association, decided to send a representative to this country to visit various chambers of commerce, boards of trade, and other business organizations, in an effort to arouse interest in obtaining a market for Porto Rican coffee in the United States, and otherwise to work for the up-building and protection of the industry.

L. M. L.

COFFEE AND SUGAR CLEARANCES

The members of the New York Coffee and Sugar Exchange have approved amendments to the constitution permitting the organization of two clearance associations for coffee and sugar future contracts. It is pointed out that less capital will be required, trading be made safer, and undue speculation prevented.

SALES AND PROFIT REPORT, APRIL, 1916.

Articles.	Total Sales.	Percentage of Total Sales.	Profits		Deduct 8.28% Overhead Expense.	Net Profit.	Net Profit on Total Sales.	Percent. of Total Profit.
			Gross.	Percentage				
Sugar.....	\$13,480.41	26.4	\$1,974.48	14.64	\$1,114.14	\$860.34	6.36	34.41
Coffee and tea.....	1,616.10	3.16	192.28	11.88	133.80	58.48	3.6	2.34
Spices.....	163.70	.32	26.14	15.95	13.55	12.59	7.67	.5
Extracts.....	728.73	1.4	79.40	10.85	60.33	19.07	2.57	.76

THE TRADE ORACLE

Sundry Observations and Moral Musings on Men and Matters of Current Trade Interest

*"I am Sir Oracle,
And when I ope' my lips let no dog bark!"*

SAM DOBBS has just produced "The Romance of Coca-Cola," and this is the way he describes the ingredients of that popular beverage:

"To delight the eye, to quench the thirst, to please the palate, to refresh and do the body good, they took pure water, fresh fruit, snowy sugar and Nature's greatest, most wholesome refresher, caffeine. Caffein—the source of the refreshment found in tea and coffee, known to mankind from the dawn of history as helpful, invigorating, harmless beverages."

Unlike many in the coffee business, Sam Dobbs isn't afraid of caffeine. Having the courage of his convictions, and backed up by real scientific research, he proceeds after this fashion:

"The beneficial effects of caffeine beverages are overwhelmingly proven by scientific experiment, and is demonstrated in the daily life of every civilized nation. To claim that they are injurious or habit-forming is merely to juggle with words, for there is no article of food or drink that could not be subjected to the same sophistical criticism. If other evidence of their wholesomeness were needed you have only to reflect that the nations that lead the world in thought and in action are the nations that rely most fully upon the caffeine beverages for refreshment of mind and body."

THE HYPHEN IN THE COFFEE BUSINESS

When the St. Louis branch of the National Coffee Roasters' Association recently protested against the course of supplying the United States soldier with the cheapest and poorest coffee, it was not generally known that the concerns involved were of German-American extraction. Some pro-ally enthusiasts professed to see a deep-dyed plot to impair the efficiency of the United States soldier by supplying him with a low-grade stimulant. While it is true that patriotism and business make queer bedfellows at times, it is doubtful whether any such idea entered the heads of the successful bidders for the contracts for roasted and ground coffee awarded by the quartermasters in St. Louis and Fort Sam Houston.

Since the action taken by the St. Louis Association, there seems to have been an attempt to quash the matter, so that it has been difficult to find out the names of the firms that supplied the goods. However, here they are, and you can judge for yourself whether or not it was possible, considering the cost of cans, crates, freight,

and other usual expenses of production, to supply a good, wholesome grade of the national stimulant at the prices annexed.

The Fort Sam Houston contract was awarded to the St. Louis Coffee & Spice Mills Company at 14.9 cents delivered. The St. Louis contracts were for 25,000 pounds, at 14.5 cents per pound, f. o. b. cars, St. Louis, furnished by William Schotten & Co., St. Louis; and 115,000 pounds at 14.5 cents per pound, f. o. b. cars, St. Louis, furnished by the Roth-Homeyer Coffee Company, St. Louis, Mo.

THE TEAS DRUNK BY ROYALTY

Ever since that famous Boston Tea Party, and the succeeding events, the average run of Americans have had little or no use for royalty. Once across the Canadian border, the phrase "By royal warrant" or "By special appointment" may be all right, but it doesn't sit well with Americans of the U. S. brand. It is curious how dense some of the English tea concerns seeking to do business in the United States appear to be in this regard. It is an unfortunate psychology that they employ when they tell us that this was the favorite tea of the late Queen Victoria, or that royalty has placed the stamp of its approval upon this or that brand.

All of which was suggested to my mind in connection with the announcement that an interesting part of the exhibit of a New York coffee house at a local food show "was a glass jar of tea sold at \$100 a pound, the kind that is served to the Czar of Russia." This, following close on the announcement that King George drinks so-called Russian tea, paying \$3 a pound for it, and that Queen Mary drinks China tea at \$1.56 a pound, makes me wonder if kings and such get a special price.

A well-known tea importer, commenting on the \$100 a pound tea, said it reminded him of some that he once saw in a chop suey restaurant, and, from his description, it must have been what our Celestial friends call Virgin Tea. He said it was composed of long leaves tied up in bundles with colored silk threads.

RECENT INDIA TEA PUELCITY

Life would be very drab indeed for the American tea trade were it not for the India Tea Commissioner, Mr. Blechynden, who every now and then evolves some novel idea in advertising, aided and abetted, I suspect, by Fred Williams, his old-time ally.

Mr. Blechynden's latest is a series of booklets containing a number of curious statements about

in general and India tea in particular. Geo. Mitchell, Sir James Crichton-Browne, Dr. Eugene T. Hurd and Pa-Pa Joffre are quoted to say that tea is a good substitute for alcohol and a solace in war as in peace. From this book we learn that Russia, Great Britain and France have recognized the superiority of tea over coffee and liquors as a drink for soldiers. And did you know that "India tea is not dear at any price, for it yields 256 cups to the pound; more if made to drink without cream?" Again, "India tea yields one gallon to each ounce." Mr. Blechynden's arithmetic is nothing if not ingenious. For example: "Divide the price of one pound of India tea by the figures 256, and you will find the cost of a cup of tea in cents. If made in large quantities, divide by 300. Oh, yes, the same leaf will yield a second brew almost doubling the number of cups!"

Query: If a second brew of spent tea leaves will yield *almost* the same number of cups as the first, I wonder how many cups of coffee can be made from coffee grounds after the first percolation? Here's a job for the Better Coffee Making Committee of the N. C. R. A. I wonder what the domestic science experts will think of this idea of utilizing the spent tea leaves? The National Tea Association needs a censor, or at least "a better tea making" committee.

Wishing to be strictly neutral, the India Tea Commissioner quotes a German novelist, who solemnly avers that when the Kaiser found that he hadn't partaken of lunch, forthwith ordered a cup of tea brought to him. Mr. Blechynden follows this up with the comment in bold face: "India tea is the super-tea; the tea über alles."

I hope nothing will happen to interfere with the publication of these India tea booklets and the advertisements in the newspapers of the "Provinces." They add greatly to the gaiety of our modern American life. SIR ORACLE.

WHAT RUBBER OWES TO TEA

Had it not been for the fact that tea leaves require shade during their growth, the Malay Peninsula, which last year produced 50 per cent of the world's rubber supply, to-day would probably be unknown as a rubber producing district.

There was a time, not long ago, when the only commodity produced in commercial quantities in Malay was tea. The only difficulty experienced was to find shade for the growing plants. Finally there came a man a little more progressive than the rest determined to plant something between his tea trees that would yield him a profit. As rubber trees give much shade and grow rapidly, he imported the rubber trees to shade his tea gardens.

IN THE EDITOR'S MAIL BAG

Here Will Be Found Letters from Readers Who Say Something Worth While

ONLY letters are published in this column which deal with subjects of general trade interest. Readers should remember whenever they write us they can best serve themselves and us by being brief. We find it impossible to print many letters because of their length.

A PLEA FOR STANDARDIZED COFFEE MAKING

The following letter is written by a New York coffee broker who has long entertained some positive ideas as to correct coffee grinding and brewing methods, based on many years' experience in the coffee trade. He is a strong advocate of the filtration method of making, and believes the proposed national coffee publicity campaign will not be a success unless a uniform brewing method is advocated:

NEW YORK, Oct. 4, 1916.

W. H. UKERS, Editor, THE TEA AND COFFEE TRADE JOURNAL, 79 Wall Street, New York City.

DEAR SIR:—We have to face the music, which means pay or you cannot dance.

The time is coming when the National Coffee Roasters' Association will have to submit its programme, "How to Increase the Consumption of Coffee" in these United States.

I wish to put myself on record to the effect that unless they decide unanimously on one system of making coffee for the table, and keep on pounding it to the public, by all and every means available, the time and money spent will be wasted. All package coffees bearing a printed label should have this standard formula printed in a prominent position on the label in bold type.

I have had more than fifty years' experience in the handling of green and roasted coffee, so that in giving it as my experience that the best results can only be obtained by using fine ground coffee. I feel that this opinion will be endorsed by the majority of dealers in coffee for three reasons: First, on the ground of economy; you need not use so much. Second, saving of time; pour fresh boiling water on fine ground coffee and the beverage is ready in five minutes—and please mark this, *only* five minutes. You can strain it any way you want to. It is then ready to serve at once. Third, the aromatic flavor of coffee is preserved in the coffee you drink instead of being at the top of the house, as it is when coffee is boiled; and, in addition, you do not extract all the tannin, and it is the extraction of tannin that has been going on for a century in American homes that is "The Reason" for an enterprising American citizen, who knew the value of printer's ink, so that he was able to induce our people to boil for 20 minutes his panacea to cure all the ills produced, he claims, by coffee. The discovery of this "Reason" resulted in an accumulation of thirty million dollars, all taken away from the dealers in coffee, whilst they kept on insisting in their

fool's paradise, saying, "It can't be done," "Nobody drinks that stuff a second time," etc. Nevertheless, the consumption is going on because—and here's another "Reason"—the taste has been acquired, so that habit is second nature.

Although I am not a member of the National Coffee Roasters' Association, I take sufficient interest to agree to subscribe to its fund for advertising purposes.

The bulk of my business is purchasing for dealers who do the most of their business direct with the consumer, and let me tell you, those consumers drink my purchases every day and know as much about their uniform drinking qualities as I do. When the coffees are not up to grade there is a "holer," proving the public can be educated; and as the retailer is the one who benefits, it is his business to instruct his customer to buy a mill and grind his own as needed, because it is the most economical and satisfactory way.

I see letters from the Coast in your September issue, saying it will be a mistake to decide on a universal system of making and serving fine ground coffee. The only reason given is that the majority of coffee packers in the West sell ground or so-called steel-cut coffee. They profess to believe the public would not bother to grind its own coffee, and, in fact, prefer steel-cut, and are, therefore, unwilling to pay out their money to advertise coffee ground in any other way. I have reason to know they will change their tune before very long; maybe it will be too late, as new firms on the Coast will not be slow to take advantage of this folly—and, believe me, it is folly.

To show my belief that you cannot succeed unless you establish one formula to be used universally, I am willing to be one of twenty men who will subscribe the sum of five hundred dollars (\$500), making in the aggregate a fund of \$10,000, to be awarded to the system decided upon by the National Coffee Roasters' Association.

This offer should be open to every one, and widely advertised to all analytical chemists as well as others who deem themselves competent. I am making this proposition as a starter to see if there is anybody else who thinks as I do, and who has the interest of the trade at heart in the same way. The largest houses in the trade ought to be the leaders, and not leave it to others to tell them what ought to be done, because they must be the largest gainers in any scheme that will improve the consumption of coffee, especially as they appear to have unlimited funds for advertising.

Think what it would mean to these prominent houses and the balance of the trade if this method of preparing coffee for the table was being advertised by them every day, mind you, without any increased cost to them, as they contract for so much space, anyhow.

I am not so foolish as to think you can teach your grandmother how to suck eggs, nor could you get any number of people to forsake the old system of boiling coffee. Their mothers boiled coffee, and mighty good coffee it was, because in those days it was possible to get some good old yellow Rios and Santos, three or four years old, that would stand boiling without being bitter; besides their age had made them freer of tannin and, consequently, more easily digested, so there was less complaining about coffee producing in-

digestion and constipation—there's "The Reason."

What are the facts to-day? It is almost impossible to get any coffee over one year old; in fact, I am now selling new-crop Bourbons that were on the trees 90 days ago. Of course, this is accounted for by the consumption, which is now equal to the supply.

There is another large question that is looming up, and that is the vessel you are going to make your coffee in. This appears to be a proper subject for the growers of coffee, as they will be the ultimate gainers. They could readily afford to offer a sum like \$100,000 for the best patent coffee maker, to be decided upon by a committee appointed by the National Coffee Roasters' Association and the Retail Grocers' Association of the United States. A thorough test could be made to prove which made the best coffee in the shortest time and the most simple method of making.

The growers would get the hundred thousand dollars back the first year on a profit of 10 cents a pot net, because they could sell a million pots, and maybe two million. From what I know from my own experience just recently, it could be done.

However, there are other people in the trade who have something "on their minds." Perhaps they would be willing to give their views and experience, so we could get together and do something for the public weal.

My office is at the disposal of any committee appointed for any test deemed necessary.

Yours very truly,
G. E. DRURY.

BIG EARNINGS OF CHAIN STORES

The enormous business done by mail-order houses and chain stores is shown by the reports of sales for six of the leading companies in the half year ended July 1, 1916. A tabulation of gross income totals shows that Sears, Roebuck & Co., the F. W. Woolworth Company, the S. S. Kresge Company, the McCrory Stores Company, the Acme Tea Company and the Jewel Tea Company had a larger aggregate gross income in the six months than seven prominent railroads, including the Reading, Lackawanna and Erie, had in the preceding half year. The sales of the stores, according to Dow, Jones & Co., amounted all told to \$139,911,123, compared with \$128,527,504 earned by the railroads.

This table shows how the store companies compared their earnings record of 1916 with that of the first half of 1915:

	1916	1915	P. C. Inc.
Sears-Roebuck	\$65,735,793	\$53,097,722	23.8
F. W. Woolworth....	37,203,621	32,185,363	15.8
E. S. Kresge.....	11,225,467	8,976,342	25.0
McCrory Stores.....	2,868,364	2,439,518	14.8
Acme Tea Co.....	8,774,040	7,149,594	22.7
*Jewel Tea Co.....	5,163,848	3,302,579	53.0

* Sales for first twenty-four weeks of the year to June 17.

MAINLY ABOUT PEOPLE

News About Men in the Trade at Work and at Play

HARRY L. JOHNSON, inventor and founder of the Johnson Automatic Sealer Company, Ltd., of Maple Creek, Mich., has associated himself with the National Packaging Machinery Company, Boston, in whose interests he will devote himself to the inventing and designing of automatic tea sealing and wrapping machines.

THOMAS B. PLATT, one of the best-known tea men in the country, has retired from the vice-presidency of J. A. Folger & Co., San Francisco, because of ill health, retaining, however, his directorship and stock interest in the concern. He was in charge of the tea department for thirty-six years, and is known as the dean of the San Francisco tea trade. In 1897 Mr. Platt became a member of the United States Board of Tea Experts, and was influential in having passed regulations forbidding the entry of artificially colored teas.

LOUIS SEITZ has purchased a seat on the New York Coffee and Sugar Exchange for \$4,100, and Ernst Richter has sold his membership to E. W. Hopkins for \$4,400.

H. W. CHAMBERLAIN, dealer in tea, chicory, etc., New Orleans, is residing temporarily in New York. He passed through a serious operation in New Orleans several weeks ago, and upon leaving the hospital went to the mountains of Vermont to recuperate. He expects to remain in New York for some weeks. Mr. Chamberlain's numerous friends in the trade will be glad to learn that his health is much improved.

STONEWALL JACKSON, of New Orleans, was a New York visitor during the month. Mr. Jackson's large coffee weighing and forwarding business in the Crescent City brings him into close contact with coffee roasters everywhere, among whom he is highly regarded.

OBITUARY

THOMAS MARTINDALE

Thomas Martindale, pioneer tea merchant, retailer, grocer, sportsman, naturalist and author, who has been a resident of Philadelphia since 1875, while on a hunting expedition in Northern British Columbia, near Skagway, Alaska, on September 13. Mr. Martindale was born in England seventy years ago, migrated to Canada, and

grew to manhood in London, Ontario. He started in the retail grocery business in Oil City, Pa., in 1869, removing six years later to Philadelphia. He was regarded as one of the shrewdest tea experts in this country, and imported teas extensively.

Mr. Martindale was even better known as a big game hunter, naturalist, author and philosopher. A profound lover of wild nature, each year found him in the wilderness, either hunting or studying animal and plant life. He was the author of several books on travel, hunting adventures and nature studies. He founded the Poor Richard Club of Philadelphia, was vice-president of the Philadelphia Chamber of Commerce, and a member of the Pennsylvania Historical Society and of the Masonic fraternity. A widow and two sons survive him.

ISAAC E. TONE

Isaac E. Tone, of Tone Bros., wholesale coffee roasters and spice grinders, Des Moines, Iowa, died at his home in that city on September 3, aged 76. A native of New York State, he and his brother Jekiel founded the firm of Tone Bros. in Des Moines in 1873. The business was incorporated in 1897. It occupies a five-story building at 213 Court avenue.

Mr. Tone represented a high type of man and citizen. Des Moines counted him among her proudest assets, and his name was synonymous with integrity and goodness.

SAMUEL LONGFELLOW SWASEY

After only three days' illness, Samuel Longfellow Swasey, for the last three years with George E. Drury, coffee broker, 110 Front street, New York, died in that city on August 11. He had been connected with the New York coffee trade for forty years, having been with Mitchell Bros. for twenty-two years, and previously with Bowie Dash & Co and Henry Sheldon.

VINCENT LAMBERT TISSERA

Vincent Lambert Tissera died on September 4 in Chicago. He introduced Ceylon tea into the United States after coming to the World's Fair in 1893 as an Assistant Commissioner for Ceylon.

DAVID B. HAMILL

David B. Hamill, president of The S. Hamill Company, wholesale grocer, Keokuk, Ia., died on September 17 in that city. Mr. Hamill was one of the successful and representative men in the wholesale grocery trade of the Middle West.

TRADE MARK RECORD

Marks and Labels Registered and Trade Marks Pending at the Patent Office

[SPECIAL CORRESPONDENCE]

WASHINGTON, D. C., Oct. 1, 1916.

HERE follows a record of the activities of the United States Patent Office during the month of September, in so far as they apply to the tea, coffee, spice and general grocery trade:

TRADE MARKS REGISTERED

Here is a list of trade marks which have been registered and for which certificates have been issued:

"Conte Verde" and picture of two gladiators. Trade Mark No. 112,379. Owner, Giuseppe Matalone, Chicago. Used on olive oil. First use, 1913.

"Grapo." Trade Mark No. 112,385. Owner, Alfred Palardy, Kingston, Mass. Used on catsup. First use, October, 1915.

"Red Fir." Trade Mark No. 112,399. Owner, Younglove Grocery Co., Tacoma, Wash. Used on coffee. First use, April 4, 1916.

"Tudor." Trade Mark No. 112,409. Owner, Alexander H. Bill, Boston. Used on tea, coffee and cocoa. First use, 1905.

"Waxtite." Trade Mark No. 112,428. Owner, Kellogg Toasted Corn Flake Co., Battle Creek, Mich. Used on teas and coffees. First use, January 8, 1914.

"Naedro." Trade Mark No. 112,445. Owner, Stone-Ordean-Wells Co., Duluth, Minn. Used on coffee. First use, April 17, 1916.

"Snapdragon." Trade Mark No. 112,446. Owner, Jos. Strong & Co., Terre Haute, Ind. Used on coffee. First use, April 19, 1916.

Registered Sept. 5, 1916.

"Gold Circle Brand." Trade Mark No. 112,505. Owner, The Grocers Supply Co., Salt Lake City. Used on teas, coffees, spices, flavoring extracts and other food products. First use, February 1, 1916.

"Rost-O." Trade Mark No. 112,562. Owner, Satsop Produce Co., Aberdeen, Wash. Used on a drink made from selected cereals, partially roasted. First use, February, 1916.

"Javelin." Trade Mark No. 112,565. Owner, William S. Scull Co., Camden, N. J. Used on blended coffee. First use, December 1, 1909.

"Uzar." Trade Mark No. 112,571. Owner, Stone-Ordean-Wells Co., Duluth, Minn. Used on baking powder. First use, April 17, 1916.

"Recruit" and picture of a soldier boy. Trade Mark No. 112,587. Owner, The E. R. Webster Co., Cincinnati. Used on coffee. First use, March 1, 1916. Registered Sept. 12, 1916.

"Birch View" and picture of a house. Trade Mark No. 112,623. Owner, Austin & Raup Co.,

Detroit, Mich. Used on prepared mustard and other food products. First use, January, 1916.

"Savacan." Trade Mark No. 112,629. Owner, G. E. Bursley & Co., Ft. Wayne, Ind. Used on blended coffee. First use, May, 1915.

"Grayco." Trade Mark No. 112,666. Owner, E. E. Gray Co., Boston. Used on package tea, catsup, canned cocoa and other food products. First use, June 1, 1914.

"N. J. C." Trade Mark No. 112,692. Owner, Northern Jobbing Co., Chicago. Used on coffee, cocoa, spices, flavoring extracts and other food products. First use, January, 1915.

Registered Sept. 19, 1916.

"Creve-Coeur." Trade Mark No. 112,710. Owner, Jobst Bethard Co., Peoria, Ill. Used on ginger, tea and other food products. First use, March 1, 1903.

Picture of an Indian. Trade Mark No. 112,716. Owner, The Ohio Salt Co., Wadsworth, Ohio. Used on salt. First use, July 15, 1899.

"Chippewa" and head of an Indian girl. Trade Mark No. 112,800. Owner, The Ohio Salt Co., Wadsworth, Ohio. Used on salt. First use, July 15, 1899.

"Indian." Trade Mark No. 112,801. Owner, The Ohio Salt Co., Wadsworth, Ohio. Used on salt. First use, October, 1899.

"Red Huzzar" and picture of a soldier. Trade Mark No. 112,827. Owner, Stetson-Barrett Co., Los Angeles. Used on tea, coffee and spices. First use, 1911.

Registered Sept. 26, 1916.

LABELS REGISTERED

This is a record of labels which have been registered and for which certificates have been issued:

"Lipton's Tea." Labels Nos. 19,566 to 19,573, inclusive. Owner, Thos. J. Lipton, New York and Chicago. Used on tea.

"White Lily." Label No. 19,575. Owner, Samuel Zechnowitz, New York. Used on tea. Registered Sept. 12, 1916.

"Hy-Klas." Label No. 19,597. Owner, Leonard G. Page, St. Joseph, Mo. Used on coffee. Registered Sept. 19, 1916.

TRADE MARKS PENDING

The following trade marks have been favorably acted upon. Any person who believes he would be damaged by the registration of a trade mark may within thirty days enter opposition to prevent the proposed registration. All inquiries pertaining to these marks should be addressed to THE TEA AND COFFEE TRADE JOURNAL, 79 Wall Street, New York City:

WEEK ENDING SEPTEMBER 5, 1916

"Dixieland" and landscape. Serial No. 93,170. Owner, American Coffee Co., New Orleans. Used on coffee.

"S. L. C." Serial No. 93,184. Owner, Simon Levi Co., Los Angeles, Cal. Used on spices and other food products.

UNICO 80,521	S.L.C. 93,184	 96,185	ACROPOLIS 96,756
 89,424	 93,693	 96,262	KAISER INN 96,795
Ghirardelli's 89,600	MADAME CARA'S SOYA 	SEAL TIGHT 97,323	GILT EDGE 96,963
OKELAND  93,161	 96,495	ADORA 97,027	Courtesy 97,273
		GANYMEDE 97,296	

TRADE MARKS PENDING IN THE UNITED STATES PATENT OFFICE.

"Beechwood." Serial No. 95,353. Owner, Vosskamp Bros Co., Pittsburg. Used on coffee.

"G. Simi," picture of man and woman resting their arms on a shield. Serial No. 96,185. Owner, William Simi, San Francisco. Used on olive oil.

"H" within a diamond-shaped figure. Serial No. 96,495. Owner, The Hudson Manufacturing Co., Chicago. Used on flavoring extracts for foods.

Square Deal Market Co., Gary, Ind. Used on tea, lemon extract, coffee, etc.

"Courtesy." Serial No. 97,273. Owner, Jas. H. Forbes Tea & Coffee Co., St. Louis. Used on coffee.

"Ganymede" Serial No. 97,296. Owner, Stewart-Gwynne Co., Memphis, Tenn. Used on coffee.

WEEK ENDING SEPTEMBER 26, 1916

"Unico." Serial No. 80,521. Owner, United Coffee Co., New Orleans, assignor to United Coffee Growers' Corporation of Brazil. Used on coffee and chicory.

"Vanilla Bouquet" and bouquet of roses. Serial No. 89,424. Owner, The Cary Company, Newark, N. J. Used on food flavoring extracts.

"Our Diamond" and diamond-shaped figure. Serial No. 93,693. Owner, The Bain Peanut Co., Inc., Wakefield, Va. Used on peanuts.

"Acropolis." Serial No. 96,756. Owner, Nave-McCord Mercantile Co., St. Joseph, Mo. Used on spices and other food products.

"Kaiser Inn." Serial No. 96,795. Owner, The James McCoy Co., Peoria, Ill. Used on tea, food flavoring extracts and other food products.

"Gilt Edge." Serial No. 96,963. Owner, M. O'Connor & Co., Indianapolis. Used on food flavoring extracts, peanut butter and other food products.

WEEK ENDING SEPTEMBER 12, 1916

"J. S. Perides, White Horse," the figure of a horse, the rising sun in the background and other features. Serial No. 96,262. Owner, John S. Perides, New York. Used on olive oil and olives.

WEEK ENDING SEPTEMBER 19, 1916

"Seal Tight." Serial No. 97,323. Owner, The J. K. Armsby Co., San Francisco. Used on canned fruits, raisins, etc.

"Ghirardelli's." Serial No. 89,600. Owner, D. Ghirardelli Co., San Francisco. Used on chocolate, candy, cocoa and mustard.

"Madame Cara's Soya" and picture of a woman holding a bottle in the act of seasoning meat or poultry. Serial No. 96,162. Owner, Cara Porsdal, Omaha. Used on a seasoning for meats and poultry.

"Adora." Serial No. 97,027. Owner, The

TEA AND COFFEE RESEARCH BUREAU

A department of scientific research under the editors' direction in which will be found short, popularized reviews of current and older works of a physiological-chemical character, fugitive paragraphs, references and articles dealing with the history, pharmacology and technology of tea, coffee and spices.

CAFFEIN A BODY WARMER

Acting Directly on the Nerves, It Stimulates Them and Overcomes the Effect of Exposure to Cold

By F. HULTON FRANKEL, Ph.D.

THE human body is one of the most perfect machines known to man, possessing all sorts of finely adjusted regulators, one of the most remarkable of which is the one that controls the body temperature. So accurate is this device that a slight variation in body temperature is one of the most valuable diagnostic aids to determine disease that the physician has at his command. Under normal conditions the maintenance of body temperature at a normal figure—about 98.5 degrees F.—is accomplished by the body itself, the temperature being regulated in either one of two ways, being known technically as chemical and physical regulation. Physical regulation is perhaps the method best known to the layman, as every one is familiar with the fact that when the temperature is considerably raised, perspiration flows. The drops of perspiration must be gotten rid of by evaporation, and the heat to do this is absorbed from the body, thus effectually lowering the temperature.

NATURE'S PROTECTION AGAINST COLD

The chemical method of regulation which protects the body from excessive cold is, however, by far the most remarkable and delicately adjusted. The heat of the body is supplied by four different fractions, not only differing in different individuals but differing even in the same individual at different times. Each individual has a basal heat requirement, i. e., a certain amount of heat necessary to maintain life; and this is known as "basal heat production," and represents the amount of heat required by the individual at rest. Besides this, there is a certain amount of heat liberated which depends on the amount of protein consumed by the individual. Who is not familiar with the flushed, heavy feeling which

follows a meal where large amounts of meat and other proteins have been consumed? This heat is lost to the body at rest, but can be converted into energy to perform work.

We all know that when heat is required in our homes the only way to get it is to burn fuel of some sort, and from the burning of this fuel obtain our heat. Just so the body burns fuel in the form of sugars, starches, fats and proteins, and gets its heat from the combustion of these. The last fraction of heat production is supplied by contraction of muscles, either as voluntary or involuntary movements. This last method is the one most frequently used by the body when subjected to extreme cold. Shivering starts, and this in itself liberates heat, thus counteracting the effect of the radiation of heat from the body into the atmosphere and bringing the temperature back to normal. Even though the body must adjust the changes in temperature produced by the foregoing means, it still manages to keep the temperature practically constant; but at times there arise circumstances when all regulatory devices fail the body, and if this condition persists grave results must follow.

REACTION FROM ALCOHOL UNFAVORABLE

The processes taking place in the body are so adjusted that they take place only at body temperature, or, at best, take place so slowly that they fail to fulfill the body's requirements. The body under such conditions has its vitality so lowered that it is an easy prey for invading organisms, and something must be done, and done quickly, to raise the temperature. Clothes, the ordinary method of protection, may prove inadequate, and there remains no alternative but to administer a stimulant. Alcohol is frequently employed as a stimulant in case of chills. True, it does raise the temperature at first and gives a sensation of warmth by dilating the peripheral blood vessels, but after the period of stimulation a negative phase or a period of depression sets in which counteracts all the good effects earlier experienced.

CAFFEIN THE IDEAL STIMULANT

remained for A. Montuori and R. Pollitzer, working at the University of Rome, to discover the ideal stimulant for maintenance of body temperature under conditions of extreme cold—ice. The caffeine acts directly on the nerves, stimulating them, and thus overcomes the nerve depression which follows exposure to extreme cold. The action of caffeine being slightly slower than that of alcohol, the ideal stimulant in exposure is furnished by small amounts of alcohol followed by coffee. The alcohol acts rapidly; and before the negative phase, which follows the use of alcohol, sets in, the caffeine has acted on the nerve endings so that a drop in temperature is avoided. A curious fact was found by Montuori and Pollitzer in the course of their investigations, namely, that cold infusions of coffee acted more beneficially than did boiling extracts. The fact that tea is used extensively in cold climates suggested to them that tea might also be valuable in this connection, but they found that tea is not only not beneficial but is even harmful when given with alcohol.

WHO'S WHO IN THE TRADE

An Appreciation of Emmet G. Beeson, Manager of the National Grocer Company Mills, Detroit

AMONG the younger generation of successful coffee men in the Middle West none stands higher in the estimation of the trade than Emmet G. Beeson, manager of the National Grocer Company Mills, Detroit. Mr. Beeson's success has been due entirely to his own efforts and natural ability, and his recent appointment as a member of the Retail Grocer Co-operation Committee, which is devising ways and means to help the grocer regain his coffee business, was a just recognition by the National Coffee Roasters' Association of his knowledge and grasp of the retailer's coffee problems.

Born at Lipscomb, Ia., on December 27, 1876, young Beeson received his education in the Iowa public schools, and soon after graduation went to Central America, where he obtained his first experience in the coffee business, ambitiously engaging in the cultivation and exportation of coffee on a small scale. Returning to his native State in 1899, he became a salesman for The Spencer Company, Marshalltown, now known as the Western Grocer Company Mills. Later he was assistant manager, holding that post for a number of years.

In 1905 Mr. Beeson sold out a merchandise brokerage business which he had established in Marshalltown, and accepted the position of manager of the manufacturing department of the Eldredge-Higgins Company, Cleveland. In March, 1910, a better opportunity presenting itself, Mr. Beeson removed to Detroit and took up the work of manager of the large National Grocer Company Mills in the Michigan metropolis, a position he has since held with much credit to himself and his company.

THE UPLIFT CORNER

Helpful Thought* and Verses that Make for Self-Reliance and Freedom, in Blending Sentiment with Business

IT COULDN'T BE DONE

Somebody said it couldn't be done,
But he, with a chuckle, replied
That maybe it couldn't, but he would be one
Who wouldn't say so till he tried.
So he buckled right in, with a trace of a grin
On his face. If he worried, he hid it.
He started to sing as he tackled the thing
That couldn't be done, and he did it.

Somebody scoffed, "Oh, you'll never do that;
At least no one has ever done it."
But he took off his coat and he took off his hat,
And the first thing we knew he'd begun it;
With a lift of his chin and a bit of a grin,
Without any doubting or quit it,
He started to sing as he tackled the thing
That couldn't be done, and he did it.

There are thousands to tell you it cannot be done;
There are thousands to prophesy failure;
There are thousands to point out to you, one by one,
The dangers that wait to assail you;
But just buckle in with a bit of a grin,
Then take off your coat and go to it;
Just start in to sing as you tackle the thing
That cannot be done and you'll do it.

—EDGAR A. GUEST.

MUSIC

All one's life is music, if one touches the note rightly and in tune.—JOHN RUSKIN.

THE ENGINEER

The man who knows what to do and how to do it is pre-eminent the engineer. The new world which is being ushered in by the great struggle now taking place is one in which the engineer is destined to be the supreme power, for it is becoming clear that in the future the man who owns things will not be as important a factor in the world as the man who can do things.—H. L. GANTT.



THE TEA & COFFEE TRADE JOURNAL



REPRESENTING THE TEA, COFFEE, SPICE & FINE GROCERY TRADES

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H. DE GRAFF UKERS
Secretary and Treasurer

DOLPH EASTMAN
Assistant Editor

O. W. SIMMONS
Advertising Manager

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The Associated Business Papers, Inc.; The New York Trade Press Association; The A. B. C. Grocery Press; The Advertising Club of New York; The Business Press Department of the Associated Advertising Clubs of the World; The National Editorial Association; Charter Member of the Audit Bureau of Circulations.

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LONDON: Thomas Reece, 34 Cranbourn Street; BERLIN—American Assn. of Commerce & Trade, 59-60 Friedrichstrasse; COLOMBO-CEYLON: The Ceylon Observer—A. M. & J. Ferguson.

OUR BUSINESS CREED

We believe the basic principle on which a trade paper should build is SERVICE—service to readers and service to advertisers, in a way to promote the welfare of the general public.

We believe in the application of the TRUTH to the editorial, news and advertising columns.

We believe in the utmost frankness regarding circulation.

We believe the highest efficiency can be secured through a CIRCULATION OF QUALITY rather than of quantity—that character and not mere numbers, should be the criterion by which the value of a publication should be judged.

We do not publish free reading notices or paid "write ups."

VOL. XXXI.

OCTOBER, 1916.

No. 4

MORE RESEARCH SUGGESTIONS

Much research can, and should be, done in coffee. What effect upon coffee has the different qualities (chemically) of potable water? Why do the Latin races carbonize the bean so extensively? Why was milk ever added to coffee to complete a beverage? Back of some of these questions may be found something of great interest to the trade and to the consumer. Possibly intense carbonization may eliminate more of the so-called irritant elements. Was the addition of milk an accident, or, if by design, just why? What chemical changes in the liquor does milk or cream produce? The simple research thus far done seems to have established a method of brewing which reduces, to a negligible amount, the tannic acid content, and by no inconsiderable amount the caffeine content per cup, but there are any number of trade questions awaiting solution which, in our opinion, are equally important.—A.

CHINA TEA IN THE UNITED STATES

Through the efforts of the Chinese Ministry of Agriculture and Commerce a native China tea association has been organized to improve the growing and marketing conditions.

Until England interested itself in growing tea in India, in the early part of the 19th century, China practically supplied the tea of the world. The English people are among the greatest tea consumers, their per capita consumption coming next after that of Australia. By the year 1888 India and Ceylon were furnishing one-half of the entire tea consumption of the British Isles, and by 1900 as much as 79 per cent of this consumption was furnished by the British colonies. Probably the greatest factor having to do with the displacement of China teas in the British market has been that of a very enterprising and intelligent advertising campaign, so that the British consuming public have been educated to prefer the heavy and more syrupy Indian and Ceylon teas to the more delicate China tea.

In the United States the per capita consumption of tea is about one-sixth of that of England, but the increase of population has accounted for a continuous increased importation from year to year of teas from abroad. During the past twenty years it may be said that this increase in consumption, due to the increase in population, has been practically taken over by India and Ceylon teas, due also to advertising by British tea growers and merchants. It would seem that the United States furnishes an excellent market for China teas, especially now, with so much temperance agitation. Iced tea is becoming popular in the United States and we are informed that the delicate China teas are especially adaptable for this purpose. Thus there should be a splendid opportunity for the Chinese tea growers and merchants in the extension of their market possibilities in the United States, providing some organized attention is given to this work.—J. A.

COFFEE TRUTHS IN THEIR RIGHT ORDER

"Until the facts are in their right order there is no truth." A New York stock broker and chemist said that, and he ought to know. It is the truth concerning coffee as a beverage that the public is looking for. No quibbling, no subterfuges, no equivocation, will satisfy this public demand for the facts concerning coffee as its favorite beverage; and they should be presented in their right order. No longer do mere platitudes on coffee flavors, aroma, its delights on a cold morning, etc., appear, but clear-cut articles giving all the facts obtainable, emphasizing its pathological qualities, especially. If the trade can be made to realize that the responsibility for the answering of all coffee questions is clearly theirs, then, possibly, the proposed plan of the National Coffee Roasters' Association to nationally advertise coffee, featuring an approved method to brew it, will meet with more general approval. All the possible research work into coffee has not been done, but the officials of the N. C. R. A. feel that enough has been done on which to base absolute statements concerning a right way to make coffee. To contradict the findings of the research committee of the National Association, substantiated and corroborated as those findings have been by the University of Kansas in work covering a period of two years, requires more than a mere statement that such findings are inexact, or to urge that these facts should be withheld until more data has been accumulated. To a jury of intelligence the question of fine grinding and filtration, supported and proven as this method is by the best authorities, as against the unproven case for coarsely ground coffee, boiled or percolated, seems simple of answer.

What method of brewing coffee to secure the most pleasing results to the palate is best, no experienced coffee man would care to decide. From the quality to the quantity drinker, milk, cream, sugar, psychology, all heap themselves up in a curious jumble. When a high official of the New York Coffee Exchange is willing to be served for months in his home with a decoction made from coffee beans that have been cracked by a rolling pin, we must admit there may be grounds for a difference of opinion as regards cup flavor.

The California Branch is wrong in its attitude on this coffee-making question. If it succeeds in even slowing down the efforts of the National Organization in its developing plan to acquaint the eager, restless public with the facts surrounding the safety of coffee as a beverage it will be committing a sin against the whole trade and the consuming public. American efficiency demands its coffee. In spite of every and all kinds of criticism and disparagement, it holds to the world's greatest beverage, hoping that from somewhere will come the answer that coffee is not only a delight to men's hearts, but absolutely safe for their stomachs.—W. A.

MISCELLANEOUS TRADE NEWS

A Department Covering the Activities and Developments of the Manufacturing Tea, Coffee, Spice and Fine Grocery Interests and the Supply Trades

THE LATEST COFFEE MAKER

The Filtration Method of Making is Embodied in the "Fire Queen"—An Attractive and Serviceable Utensil

THE Fire Queen coffee percolator is the newest coffee-making device on the market utilizing the filtration method, as advocated by the National Coffee Roasters' Association. The manufac-

turers sum up its advantages as follows:

First, it makes better and purer coffee with the tannin largely eliminated. Second, a muslin filter is used and a wide percolating surface, thus permitting the use of a finely-ground coffee from which the

FIRE QUEEN COFFEE POT

essential oils are quickly and completely separated. The strength of the beverage is obtained by grinding, not boiling or long percolation. Third, the coffee is not wasted. The grounds when thrown away are completely exhausted. Fourth, it is easily cleaned. The chemical action of the coffee has no effect on the china pot and the muslin disk is easily removed and rinsed.

The lower part of the "Fire Queen" is the same as the ordinary china coffee pot, except that it is made of the well-known Guernsey ware. A unique feature of this coffee maker is that the upper portion of the coffee pot is made of heat-resisting glass, thus enabling the housewife to readily follow the filtering process and adding to the general attractiveness of the utensil. This glass cylinder is surmounted by a Guernsey ware lid. This lid is transferred to the lower portion of the pot when the coffee is ready for the table.

The muslin filter cloth is held in place at the base of the glass cylinder by means of a metal removable ring. The accompanying illustration shows the "Fire Queen" as it appears during the coffee-making process, and also when it is ready for the table with the glass cylinder removed.



This coffee maker offers coffee packers and retailers the opportunity to educate their customers as to correct coffee-making principles. It is being marketed by The Fire Queen Percolator Company, 116 Hudson street, New York City.

INFORMATION FOR BUYERS

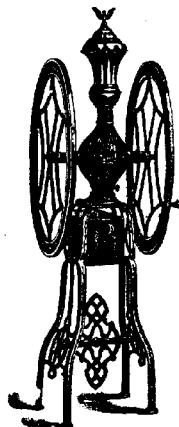
Pithy Suggestions as to Where to Buy to the Best Advantage

HAND COFFEE MILLS

Buyers interested in hand coffee mills for home and store should send for the catalogue of hardware specialties issued by the National Specialty Manufacturing Company, Lehigh avenue and Third street, Philadelphia. This catalogue offers the buyer a wide range of designs in well-built hand coffee mills, ranging in price from \$1.25 to \$45.00. Each mill is fitted with a patented device which assures uniform grinding.

The store mill shown herewith indicates the general attractiveness of these mills. This design is known as No. 18. It stands 5 feet 7 inches high, the fly-wheels measuring 32 inches in diameter. The grinders are made of high-grade material and nickel plated to prevent rusting. It grinds coffee at the rate of 1½ pounds per minute.

The National Specialty Manufacturing Company is a concern of long standing, and has been



A "NATIONAL" COFFEE MILL

FOR JAVA TEAS OF DIRECT IMPORT

WRITE TO

ROWLEY DAVIES & CO., LTD.

BATAVIA, JAVA

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COFFEES and TEAS

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SUMATRA COFFEE

FOR HIGH GRADE BLENDS

We are offering some choice lots.

Ask for Samples

When Writing Advertisers, Kindly Mention THE TEA AND COFFEE TRADE JOURNAL

engaged in the manufacture of coffee mills for many years.

ARTISTIC COLES CATALOGUE

Some excellent common-sense service talk to retailers and quality talk about Coles Electric Coffee Mills and Meat Choppers are contained in the interesting and attractive little catalogue No. 8, issued by the Coles Manufacturing Company, Twenty-third and Turner streets, Philadelphia. The catalogue contains 32 pages and 25 half-tone illustrations on a greenish tinted background, making an artistic effect.

BOURBON VANILLA BEANS

Antoine Chiris Company, 18-20 Platt street, New York, has exceptional facilities for supplying Bourbon vanilla beans direct from the Comores Islands. This firm makes a specialty of the so-called "Comores Bourbon" beans, and uses a special curing process which assures beans of fine aroma. The firm is of long standing, having catered to extract makers and perfumers for almost 150 years.

WATER FILTERS FOR TESTING ROOMS

Most tea packers consider water filters a necessary part of their tea testing equipment. The line of filters being introduced by the Rex Filter Company will, therefore, be of interest to tea brokers, importers and jobbers. This firm puts out an extensive line of filters, but considers the one illustrated herewith to be especially suited for use by the tea trade because of its simple construction and low price. It comes in six different sizes, varying in price from \$3.75 to \$12. An efficient water filter should be a permanent fixture, not only of the tea-testing room but of every business office. The use of pure water for drinking purposes is most important. Full particulars concerning these filters can be had from The Rex Filter Company, 4-6 Cedar street, New York City.

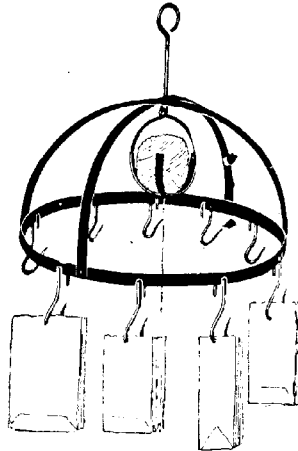


GRAVITY STONE
WATER FILTER

NEW PAPER BAG AND TWINE HOLDER

The Jacobs Bros. Company, 78 Warren street, New York, has brought out a new revolving paper bag and twine holder, for which it claims the following advantages:

First, it is collapsible, both the paper bag hanger and the twine holder being folded when not in



PAPER BAG AND TWINE HOLDER

use, thus occupying little space; second, it revolves easily; third, it is made of steel and therefore durable; fourth, the price is extremely low.

This concern issues a very complete catalogue of store equipment items, which it will be pleased to send to dealers interested.

LAMBERT MACHINE COMPANY EXPANDS

The Lambert Machine Company, manufacturer of coffee roasting and peanut butter machinery, is doubling its manufacturing facilities by way of buildings and equipment at Marshall, Mich. Hitherto this company has made only one or two-bag plants, now it announces that it is prepared to furnish cleaning machinery, green coffee mixers, storage bins for green and roasted coffees, electric packing tables and coffee roasters for large wholesale plants, also complete plans and specifications for any size modern coffee-roasting plant.

S.A. SCHONBRUNN & CO.

83 Front Street, New York

Importers and Roasters of Coffee

DISTRIBUTORS COFFEE OF QUALITY

Samples and prices that will bear competition, furnished on request.

GUATEMALA COFFEE



W.R. GRACE & CO.

BROKERS: C. E. BICKFORD & CO.

When Writing Advertisers, Kindly Mention THE TEA AND COFFEE TRADE JOURNAL

THE MARKETS OF THE WORLD

Latest News Letters from Staff and Special
Correspondents in the Countries of Pro-
duction and the Leading Foreign and
Domestic Trade Centers

OUR LONDON LETTER

The Latest News from Mincing Lane and the
Continental Trades Centers

Office of THE TEA AND COFFEE TRADE JOURNAL,
34 Cranbourn Street, London, W. C.

LONDON, Sept. 21, 1916.

IN a recent issue of this journal in dealing with the phenomenal rise in the prices which took place on the London market in November, 1915, and May, 1916, I called attention to the fact that the Co-operative Wholesale Society, which runs a chain of grocery stores all over the Kingdom, but mainly in the North of England, was held to be responsible for much of this rise by its speculative purchases. A reply has now been issued by the Co-operative Wholesale Society as a result of a visit paid to its headquarters by two Government officers with a warrant signed by the Assistant Director of Contracts. As a result, it is said that the officials found that the stocks were below normal as compared with the corresponding period of last year. This, of course, is interesting, and, to those who are unacquainted with the methods of tea dealers, would appear convincing. Every one familiar with the tea trade is aware that the stocks held in the private warehouses of a wholesale tea dealer are by no means the only evidence of the actual purchases made by such a dealer. We are not told whether the Co-operative Wholesale Society informed the Government officials as to the stocks of tea that were held on their behalf in bonded warehouses. The grocery press here, in dealing with this reply, asked a number of very cogent questions, and it is generally held that the Co-operative Wholesale Society's reply is by no means conclusive.

The British Government has now set up a Food Prices Committee, which is paying close attention to all questions of alleged cornering, overbuying and speculative food manipulation.

CHIEF DEMAND IS FOR CHEAPER TEAS

Recent tea market movements have been interesting. Common and medium Indian teas are dearer and the finer grades are also higher. De-

mand appears to be more general, but the cheaper kinds attract most of the buying. Recently quality has been attractive, and some fine invoices from Assam and Darjeeling have been included. The Assams have met with strong support, bright, tippy sorts realizing high values, although none up to the level of former seasons.

Ceylon tea prices have also advanced of late, and improvement is to be noted in the quality of the offerings. Demand is very active, and buyers are anxious to secure stock, although prices rule against them. All good liquoring teas sell very well, as also do well-made Orange Pekoes which are suitable for export. Again, here cheap teas are most widely demanded. China teas are steady. Finest Keemuns continue to sell in small parcels up to 42 cents to 44 cents, and as no further supplies of this quality seem to be arriving in the later steamers the market has really only a very limited choice. According to latest trade reports, medium Ningchows and Keemuns are being dealt in from 22 to 25 cents, and fine qualities with a good cup tip to 30 cents.

TEA PLANTERS HAD VERY PROSPEROUS YEAR

The exceptional prosperity of the tea-planting industry in the past year is very clearly set forth in George Seton's annual analysis, which has just been issued. The statistics, which cover the results of fifty of the leading Indian tea companies, with a capital of about \$57,500,000, show that the crop in 1915 amounted to no less than \$860,000,000, an increase of \$145,000,000 over 1914, which, in turn, showed an increase of \$30,000,000. The average sale price realized was 21.30 cents per pound, against 19.06 cents in 1914, and 18.14 cents in 1913. Working costs, though actually much larger, were only slightly higher per pound of tea produced owing to the big increase in output. As a result, the profit per pound of tea produced rose by more than 2 cents to 7.50 cents, an increase of 40 per cent. The profits earned on the total capital invested rose from 13.90 per cent to 23.33 per cent, a remarkable figure even for the tea industry. The return on the capital, however, was only 2½ per cent higher at 13½ per cent, a very large proportion of the extra profits, just over \$5,000,000, being placed to reserves which are subject to the excess profits duty. The total reserves, including sums carried forward, amount to \$14,031,240.

PRICES FIRM AT COFFEE AUCTIONS

Not a great deal of coffee has been offered at auction lately, but what has come along has met with good competition at firm figures. The terminal market is reported to have had an irregular de-

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dency with restricted business. With regard to general consumption, it is doubtful whether war conditions are in the end really helping coffee consumption in this country. Coffee has always taken a second place to tea here, and, in a manner of speaking, it is always pre-eminently a feminine drink. With so many men away and so many more women entering industry, the advantage in the current consumption of beverages seems more strongly than ever to lie with tea.

THOMAS REECE.

GERMAN COFFEE MIXTURES

Owing to Scarcity of Supplies, the Popular Teutonic Drink These Days is a Compulsory Beverage Composed of Coffee and Substitutes

[SPECIAL CORRESPONDENCE]

BREMEN, GERMANY, Sept. 1, 1916.

IT is clear that Germany's isolation from overseas supply, extending now over two years, has affected the coffee market, with the result that regulations were enacted limiting the consumption of pure bean coffee in order to effect a saving in the available supply. These regulations stipulate that pure bean coffee may not be sold except with an equal mixture of a substitute, such as barley coffee, malt coffee or chicory.

Thanks to the adaptability of the people, no difficulties were experienced in introducing the coffee mixture for general use, so that by now the coffee question has been definitely settled and has been accepted as an inevitable result of prevailing conditions.

The German people know that coffee is not a foodstuff, but a stimulant; and in view of the fact that the coffee ordinarily served in Germany is not of a very strong brew, little difference is noted from the coffee before the war.

The altered situation is explained and accepted by reason of the war. German yearly coffee imports varied very little during the last few years before the war. Exact data as to the volume actually consumed in Germany are not obtainable.

VALORIZATION GRAB STOPPED COFFEE FAMINE

Added to the coffee on hand in Germany one million sacks of Brazilian valorization coffee,

owned by the State of Sao Paulo, was attacked by the German Government at the outbreak of the war. This indicates that at the outbreak of the war total supplies of coffee, not on the market, aggregated 183,000 metric tons. As a matter of fact, however, actual stocks of coffee were much higher, as the volumes stored with wholesalers and retailers do not possibly allow an estimate.

Figuring on a yearly consumption of 165,000 metric tons, as indicated by the figures, the supply on hand should have lasted about fifteen months. The situation, however, proved to be less serious. A wholesaler speaks as follows on the situation:

ANTWERP COFFEE STOCKS TO THE RESCUE

"It was due only to the large supplies of coffee at Antwerp at the beginning of the war that the German coffee market could be supplied in an unlimited measure. On August 1, 1914, coffee stocks at Antwerp reached only 700,000 to 800,000 sacks. The supplies found at Antwerp were placed on the German market so that a premature coffee shortage was avoided, and on August 1, 1915, those supplies had shrunk to 515,000 sacks.

"It should be noted that until the beginning of 1916 Holland shipped to Germany large quantities, so that during that time about one-fifth of total German imports came from Holland, until England's interference caused a decrease in these imports."

Another wholesaler says: "We will get through with what we have on hand, especially as coffee roasters are very busy producing substitutes. After the war an extraordinary drop in coffee prices is bound to occur, as coffee will be offered in large quantities. There is no question that coffee substitutes will disappear after the war."

M. L.

JULY MARKET IN ECUADOR

During July, 1916, the price of \$12.71 per 100 pounds for Arrila superior cacao was maintained by the Asociacion de Agricultores del Ecuador.

The shipments for the month in pounds were: France, 638,322; Netherlands, 4,500,185; Spain, 535,558; United Kingdom, 5,754,172; United States, 1,918,039; total, 13,346,276.

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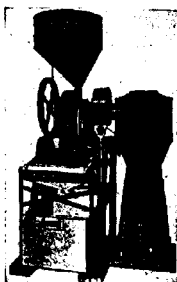
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Cheapest and best machine
on the market. Capacity
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The machine you will want
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clean ground coffee. Write
for photo, information, and
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"The Coffee that's best by test"
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JAVA TEA MARKET

Exports for First Six Months of 1916 Show Increase of 3.36 Per Cent Over 1915—Quality of This Year's Crop—Java Teas in Amsterdam and London Markets

[SPECIAL CORRESPONDENCE]

BATAVIA, JAVA, Aug. 1, 1916.

EXPORTS of Java teas from January 1 to June 30, 1916, amounted to 44,743,228 half kilos, an increase over the same period in 1915 of 1,165,060 half kilos, with 300,000 half kilos awaiting shipment, making a total crop increase of 3.36 per cent. Shipments to the principal countries for the six-month period in 1916, as compared with last year, are shown in the accompanying table:

COUNTRIES	JAVA TEA EXPORTS, JANUARY—JUNE, 1915-6	
	Jan.-June, 1916	Jan.-June, 1915
Holland	15,802,456	21,639,638
England	9,258,216	8,473,240
Russia	12,264,776	6,225,366
Australia	3,302,662	3,877,058
United States and Canada...	338,692	578,206
Singapore	395,882	852,408
Others	3,380,544	3,932,222
Total	44,743,228	43,578,138

QUALITY OF THE 1916 TEA CROP

With few exceptions the quality of this year's crop has been good, while in June the gardens in high altitudes sent some particularly good invoices with fine flavor. In some cases plucking has been coarse, with an excess proportion of Kampeng leaf, but this practice is being discouraged by the best planters.

AMSTERDAM AND LONDON MARKETS

The demand generally in Amsterdam has been good, but in no instance have prices reached the very high level which was sometimes attained in 1915. As usual, leaf teas have realized the

highest averages, though broken sorts have been in good request and shown a smart advance in prices since the beginning of the year, which, as purchases for the United Kingdom must have been practically nil, points to those grades being more freely used for consumption in Holland. The London market opened at an average of 3½ pence to 1 pence higher than the closing rates of 1915, and during the period from January 1 to July 1, 1916, fluctuations have covered a somewhat wide range, prices at the end of June being on a substantially higher basis.

H. J. EDWARDS.

DUTY ON COLOMBIAN COFFEE?

Colombian Coffee Growers Fear United States Will Tax Their Product Unless the Colombian Government Allows Discount from Import Duties on American Goods—Schloss Bros.' Coffee Estate Seized for Debt

[SPECIAL CORRESPONDENCE]

BOGOTA, Colombia, Sept. 2, 1916.

AMONG coffee growers, exporters, and others interested in the coffee industry the opinion is growing that the United States Government intends to put an import duty on Colombian coffees unless the Colombian Government will allow a discount on the import duties of American merchandise. Coffee enters free of duty into the United States, while this Government collects every year millions of dollars in import duties on American goods.

For several years an arrangement is said to have existed between the United States and Brazil whereby American goods are credited with large discounts from the import duties into Brazil in return for entering Brazilian coffees free of duty into the United States. It is said that American

TEA COFFEE RICE

Merchandise of poor Quality is never cheap. It is economy to seek Standards of Quality.

Good goods are an asset that means Business Good Will—an asset built on Character and fair price.

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When Is The Largest Consumption of Coffee?

Experts generally agree that it is during the colder months of the year, although the summer months are large consuming periods.

But whether winter or summer is the larger seasonal consuming period, all agree that **the** best time is when the aroma is in the air and the flavor in the cup. Then, one cup is an invitation to another.

And it's no easy proposition to give the consumer the full deliciousness of coffee. It's a case of efficiency all along the line from selection of bean to package and the brewing.

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Government officials see no reason why Colombia should not enter into the same kind of reciprocal agreement.

Recently one of the most influential newspapers here came out with the bold assertion that the Brazilian Government is spending millions of dollars on coffee propaganda. So far as I have been able to learn this statement is not correct. If this were the case coffee circles here would certainly know of it.

NO COFFEE PROPAGANDA FOR COLOMBIA

Several proposals have been made in the Colombian Congress to inaugurate a coffee propaganda, but nothing has come of them. The Minister of Agriculture told me a few days ago that he would not pass any plan for coffee propaganda, at least not for the present. He himself is directly interested in coffee, being the owner of two coffee plantations.

GOVERNMENT SEIZES SCHLOSS BROS.' ESTATE

About three months ago Schloss Bros., one of the largest receivers of Colombian coffees in London, suspended payment, being indebted to the Colombian Government for about \$37,000 gold for a deposit against an order for silver money. The Colombian Supreme Court seized, a few weeks ago, the coffee plantation named "Misiones," situated in the Municipality of Viotá, in the State of Cundinamarca, of which the largest part is owned by this London firm. Schloss Bros. mortgaged in London their Colombian property about two months before they suspended payment for \$500,000 gold, while the whole property has to-day an actual value of only about \$120,000. The plantation itself is considered to be good, but is said not to be properly managed. F. E.

CUBAN COCOA EXPORTS

Last year Cuba shipped to the United States 3,811,846 pounds of cocoa beans valued at \$553,997, as against 3,246,384 pounds in 1914, valued at \$405,795.

THE NEW YORK MARKETS

Special Market Reviews for "The Tea and Coffee Trade Journal"

NEW YORK, Oct. 1, 1915

TAKING the market as a whole, the situation has shown decided improvement throughout the entire line during the past ten days. Early in September demand was as disappointing as it had been during the summer. The trade, however, is without question carrying very light stocks, and must, therefore, come into the market for supplies from time to time. Apparently a better business is being done, as orders are increasing in number and volume. Early in the month there was a spurt in prices and the market scored an advance without apparent difficulty. A slight reaction followed, which was to be expected after so rapid an advance, but this has affected spot coffees only slightly.

Receipts at the primary ports are normal and weather conditions at all points are reported as fine. It is supposed that Brazil is availing itself of the valorization plan, and that values will accordingly be maintained at about their present level, at least temporarily. Later on, as the volume of cost and freight business increases, higher prices may be expected.

With reference to the mild coffee situation, it is to be noted that the market shows very little snap. These coffees are cheaper than Brazils, and during the month frequent concessions have been made in prices in order to induce the purchase of larger lines. All washed grades, however, are good property at present prices.

East Indian coffees are high and scarce with no new lines coming forward.

Mocha is a little easier, and apparently the available supply is sufficient for immediate requirements.

HIGHER TEA PRICES LOOKED FOR

The market has been quiet and rather unsettled, as there is a decided difference of opinion as to

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COFFEE

ROASTED and GREEN

To Wholesale Dealers Only

To the Coffee Trade of America

For the past thirty-five years I have been talking fine coffee grinding and the filtration method of coffee making. I now wish to go on record to the effect that it will be a fatal mistake if the National Coffee Roasters' Association does not advocate one system of coffee making in the proposed national coffee advertising campaign.

I believe the filtration method to be the best for the following reasons: First, on the ground of economy; Second, saving of time—the beverage is ready in five minutes, and can then be served at once; Third, the aromatic flavor is preserved; Fourth, a minimum quantity of tannin is abstracted by this method.

I have addressed a letter to the editor of this paper expressing more fully my views on this subject. Read it elsewhere in this issue.

I am willing for all visiting brokers and merchants to meet me at my office and let me prove my contention. I will offer them a cup of coffee that is finer than anything they ever tasted. This may not be true, but there is just one way to find out—come and see. I believe I can demonstrate to you that this coffee making method, combined with quality goods, constitutes the only way to build a permanent success in the coffee business.

**GEORGE E. DRURY, COFFEE AND
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Close Personal Service

Best Selections Always

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whether there will be a further decline in price or whether, on the other hand, quotations will advance.

The trade is apparently perfectly willing to permit their supplies to remain very light and to come into the market, whenever necessary, for such an amount as they require for immediate consumption. As there has been little change in prices for some time, the result has been satisfactory so far as the consuming trade is concerned.

Russia has been a rather light buyer, which has had a tendency to weaken the market.

It should be noted that the shipments of Ceylon and India will run considerably below last year.

During the last week of September a much stronger undertone developed. The quality of the teas coming into the market showed decided improvement, and, consequently, commanded slightly higher prices. It is probable that the bottom has been reached; and with an increase in business, which is certain to come with a change in weather conditions, higher prices may safely be predicted.

SPICE MARKET SHOWS LITTLE CHANGE

The market continues fairly active with very little change in prices. Apparently, dealers are not inclined to speculate to the extent of buying up the available supplies in anticipation of a higher market, which, from present indications, would seem certain. Many items on the list are quoted spot considerably below the cost of importation, and yet the line is somewhat neglected in a large way, the orders for the most part coming in from the consuming trade.

PEPPER—The grinding demand has been good and prices are somewhat below the import cost. An increase in demand would, without question, force prices higher.

CLOVES—There has been a fairly good demand, and the market is firm on the report of a short crop in Zanzibar.

PIMENTO—Prices are lower than can be named for import, but the trade is apparently fairly well supplied.

CASSIAS—There is apparent difficulty in securing shipments in China, which has had a tendency to advance prices. As demand increases there is very little question but that prices will work higher for all grades.

GINGER—Market for this spice is quiet and prices are unchanged.

MACE—Demand has been fair. In some instances, however, lower quotations have been made.

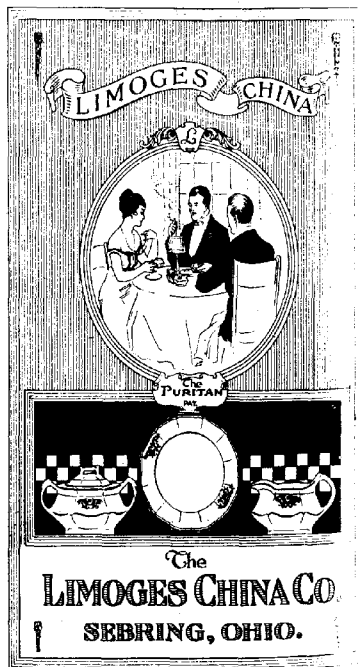
NUTMEGS—Demand has been fair, and without

question to-day's prices are perfectly safe. Looking now on the market should become more active and higher prices are expected.

NEW STEAMSHIP LINE TO BRAZIL

A new freight steamship line, to operate between Philadelphia and South American ports, has been organized by Herman L. Wright and John E. Liggett, New York, and Pennsylvania Railroad interests, with a capital of \$1,000,000. The first of six vessels now in possession of the company will sail on October 15 for Rio de Janeiro, also touching at Santos, Montevideo and Buenos Ayres. The operating company will be known as the Philadelphia & South America Steamship Corporation.

Coffee, iron and steel will constitute the chief part of the cargoes. No passengers are to be carried. According to the Philadelphia Chamber of Commerce, \$50,000,000 additional business will be brought to that city by the establishment of this line. It is contended that the shippers can save from 40 cents to \$2 per ton by shipping from Philadelphia instead of New York. The largest vessel will have a freight capacity of about 10,000 tons.

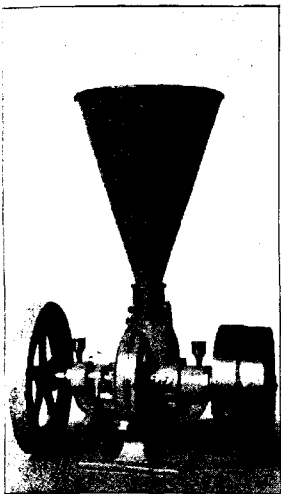


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has been especially designed to meet the requirements of Roasters and Wholesalers, and has a capacity of 300 pounds (granulated) per hour, from only one-half horsepower. Greater output is obtainable by increased power and speed—reaching a maximum of 700 pounds. It is safe, thorough and practical; and meets all demands so perfectly, delivering service in such full measure, that one concern alone has installed 365 of these mills in its various plants and branches.

We've been making Coffee Mills for 29 years, and, you know the oak tree grows slowly but its timber is worth that of a dozen willows. We'll gladly furnish suggestions and sketches of drives and layouts, and be pleased to submit estimates on mills and motors.

Write for our Catalogue and tell us of your needs.

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THE PRACTICAL RETAIL GROCER

¶ A department devoted to the discussion of problems which vex retailers; telling how to arrange, display and sell goods; how to systematize; how to advertise; how to obtain the maximum efficiency in the grocery business.

THE WESTFIELD CONTROVERSY

Sturges Dorrance, of the Westfield Pure Food Movement, Replies to Charges Made by Its Enemies

IN *The American Food Journal* for August, 1916, under the title "Westfield Tottering to Its End," and in recent issues of the *New York Journal of Commerce*, the *Michigan Tradesman*, and other grocery trade papers, charges were made reflecting upon the integrity of the "Westfield Pure Food Standard" and upon the professional ability and personal honesty of Prof. Lewis B. Allyn, chemist of the Westfield, Mass., Board of Health. *The American Food Journal*, in a five-page story, championed the cause of Prof. Allyn's enemies, and fired blasts of high explosive shells from its 42-centimeter guns. The other papers let go batteries of 75s, machine guns, hand grenades and poison gas against the Westfield trenches. Now Sturges Dorrance, spokesman for the Westfield Movement, in a lengthy statement replies with a squadron of armored "tanks," crawling over his enemies' guns and intrenchments and belching forth streams of fire and metal. The latest report, at the time of going to press, was that the battle was still raging and undecided.

HUGE ADVERTISING SCHEME, ENEMIES SAY

The charges against Prof. Allyn and his Westfield Plan were based upon statements in an article written by William H. Sanger, assistant clerk of the Massachusetts Senate, and a letter from State Senator John F. Sheehan, of Massachusetts, to the Federal Trade Commission. These charges are substantially as follows:

That the Westfield Movement is a "huge advertising scheme supported by private interests, and has no basis of scientific truth"; that the Westfield Standard is only a name given to a preferred list of foods advertised in the publications which are supporting the plan, and that there is actually no Westfield Standard; that the

Westfield, Mass., Board of Health has inadequate laboratory facilities for investigating foods, and that its findings, in many cases, have been discredited; that Prof. Allyn's knowledge of chemistry is slight; that he was investigated by the Massachusetts State Board of Education to determine whether he was fit to continue as an instructor at the State Normal School at Westfield, and that he is ignorant of the fundamentals of food analyses; that the Westfield Movement received its impetus from publicity in a New York publication because of advertising possibilities; and, finally, that manufacturers of food products have been dropped from the Westfield list for appearing at hearings in opposition to the movement, or for failing to advertise in publications connected with the Westfield Movement.

The above-mentioned charges form the principal part of a long detailed indictment of the entire Westfield Plan, enumerating 28 allegations, which are answered by Mr. Dorrance, but which cannot be printed here through lack of space.

WESTFIELD'S REPLY TO THE INDICTMENT

The reply of Mr. Dorrance to these charges is substantially as follows:

The Westfield Movement originated more than ten years ago in the town of Westfield, Mass., because local food conditions at that time were a disgrace to that community, and the residents of the town insisted upon the local dealers selling only pure and wholesome foods. From the beginning of the movement the aim was to bar from the Westfield list foods known to have a detrimental effect upon the health of the consumer, to cover up fraud and deceit, or to substitute antiseptics for cleanliness and preservatives for purity and wholesomeness. The Movement continues in Westfield, and local dealers still send new brands or new foods to the Board of Health for investigation and report. The Board makes no charge for this service.

The Westfield Standard prohibits the introduction of various chemicals known to be detrimental to the health of the consumer. It deals with anti-



WEIR'S RED RIBBON COFFEE

Satisfies the most exacting taste without undue strain on one's purse.

Can be recommended to your best trade with the assurance of satisfaction to yourself and your customers.

Packed in fancy 1-lb. foil interlined parchment bags, also in tins.

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ROYAL BAKING POWDER

ABSOLUTELY PURE

The purity of ROYAL BAKING POWDER is unquestioned and this purity is so well known to consumers everywhere that sales are just as certain.

When you buy a stock of ROYAL BAKING POWDER you can count your profit on every can in advance, because the last can is just as sure to sell as the first one.

Contains No Alum Nor Phosphate



When Writing Advertisers, Kindly Mention THE TEA AND COFFEE TRADE JOURNAL

tary conditions and stands for honest labeling. On October 4, 1909, the Westfield Board of Health requested Prof. Allyn to submit a standard of food products, and on December 8, of that year, he did submit the following, to be known as a "Standard of Pure Foods":

PROF. ALLYN'S "STANDARD OF PURE FOODS"

"Foods shall not contain Alum, Benzoic Acid or its salts, Boric Acid or its salts, Copper, Formaldehyde, Formic Acid or its salts, Hydrofluoric Acid or its salts, Sulfurous Acid or its salts, Saccharine, nor any other non-condimental preservative.

"Foods shall not be colored with Coal Tar Dye, nor with poisonous vegetable colors, nor be contaminated with inert fillers, nor shall any substance be taken therefrom or added thereto so as to injuriously affect their quality.

"Foods shall be packed and sold under sanitary conditions, and package goods shall bear no dishonest label nor labels bearing any extravagant or obscure statements."

According to Mr. Dorrance, the Westfield Board of Health has exceptionally good facilities for the analyses of food, and many investigations have been made outside of Westfield in food laboratories of recognized standing and duly paid for.

Prof. Allyn does not claim to be an expert in pathology, toxicology or pharmacology, but he has studied chemistry at some of the leading institutions in the country, and years of experience in food analyses have taught him many things not learned in schools or colleges.

Prof. Allyn was never examined by the Massachusetts State Board of Education to determine whether he was fit to continue as an instructor in the employ of the State. This Board has, in several instances, expressed perfect confidence in both his motive and practice, and has advised him not to answer "complaints made by a few food manufacturers." He was sent by the Board to present advanced chemistry teaching to one of the greatest scientific educational bodies in the United States, and the report of his address is a matter of record. As an employee of the State he has given instruction to chemistry teachers in many institutions throughout Massachusetts, and this is also a matter of record. Prof. Allyn has qualified as a chemical expert in the United States

Federal Court. Partially due to his testimony, a notorious fakir received a heavy sentence. He has been called upon many times to give advice and testimony for Federal and State inspectors.

NORMAN HAPGOOD'S ENDORSEMENT

The Westfield Movement and advertising campaign were first given widespread publicity by *Columbia Weekly*, where Norman Hapgood, then editor, hailed them as constructive ideas and a good reform beneficial alike to consumer, dealer and manufacturer.

Mr. Dorrance states that no manufacturer has ever dropped from the "Westfield Book of Pure Foods," or refused admittance thereto, except on the one question of purity.

In reply to the allegation that Senator Sheehan's investigation discloses an array of misrepresentations and deceit on the part of the Westfield Movement, Mr. Dorrance says: "Sheehan's investigation brought out no new facts. They are simply a rehash, in main, of fake allegations put out by various disgruntled food firms together with a few misdirected shots of his own."

HIGHER THAN THE GOVERNMENT STANDARD

Mr. Dorrance adds that the Westfield Standard-to-day stands as the highest food standard in existence, and many food officers, both Federal and State, have expressed the earnest wish that it might some time be adopted as the United States Government standard. The Westfield Movement, he says, is in no way opposed to the commendable work of the Federal Government, but, on the contrary, works in harmony with it.

"Prof. Allyn has numerous enemies among evil-minded men because he stands for purity and decency in foods," is the way Mr. Dorrance puts it. "Hundreds of conscientious food manufacturers throughout the country are proud to say that their products measure up to the Westfield ideal, for it represents simple honesty of purpose and effectiveness, in procuring results alike for the good of the consumer and the manufacturer."

Total Cuban sugar exports for 1915 were valued at \$193,476,972, of which the United States took \$164,050,668.

	Empire Hardware Company	
Grocers' Butchers'	STORE FURNISHINGS	Bakers' Restaurants
SCALES, CANISTERS, SHOW CASES, REFRIGERATORS, Etc., ELECTRIC COFFEE MILLS		
85 Warren St.	Between Greenwich Street and West Broadway	New York City
Write for complete Catalogue		

A Hundred Thousand Strong

That's the size of the army that every year passes through the Home of

Shredded Wheat

It is an army that inspects every detail of its manufacture from the whole wheat grain to the crisp, golden brown Biscuits of whole wheat. This army of "advertisers" is making business for you. You don't have to "talk" Shredded Wheat to your customers. It is the best advertised cereal food in America. A fair deal for a fair dealer.



The Biscuit is packed in odorless spruce wood cases, which may be easily sold for 10 or 15 cents, thereby adding to the grocer's profits.

Made only by
The Shredded Wheat Co.
Niagara Falls, N. Y.

Warner's
EXTRA FINE
GRANULATED
SUGAR



60-2 lb., 32-3½ lb., 24-5 lb. cartons to the case.

Warner's Superior Standard Sugars

Standard Medium Granulated	XXXX Powdered
Coarse Granulated	Standard Powdered
Extra Fine Granulated	Coarse Powdered
Standard Fine Granulated	Fruit Powdered
Standard Confectioners' A	Cubes
Confectioners' Royal Crystal	

Highest Quality Soft Sugars

1 Warner A	7 Supreme Ex. C	11 Summit C.
2 Apex A	8 Olympic Ex. C	12 Unexcelled C.
3 Regent A	9 Favorite Ex. C	13 Golden Rod C.
4 Nero A	10 Triumph Ex. C	14 Adonia Yellow
5 Eureka A		15 Roman Yellow
6 Rex A		16 Superba Yellow

Warner Sugar Refining Co.
79 Wall Street, New York

When Writing Advertisers, Kindly Mention THE TEA AND COFFEE TRADE JOURNAL

STORE AND SHOW DISPLAY

¶The newest ideas in window dressing and store arrangement; unusual indoor and outdoor publicity

WINDOW DISPLAYS THAT SELL

Original, Striking Use of Show Windows by Tea, Coffee, and Grocery Merchants in Different Sections of the Country

By W. B. STODDARD

TO do it in a different way should be the aim of every grocer and tea and spice merchant who wishes to have a successful show window. The merchant who displays his wares in the conventional manner and makes a good showing of the different brands of tea and coffee will secure the trade of the housewife who buys the family beverages, but the average passerby will scarcely give the window a glance. Almost every one, however, uses tea or coffee, or both; and if the display is such as to attract his attention to a special brand, or an attractive price, or a new blend, the chances are that if he does not go in and buy outright he will mention the fact to the family purchasing agent. To make the general public your advertising allies is the height of business acumen, and in order to make them buy you must first make them *look*.

One of the Van Dyke stores in Rochester, N. Y., had a large card, on which was painted a hand grasping an actual quarter, while beneath it: "Do you know you can save this amount on every pound of tea purchased at our store?" In little heaps, displayed on Oriental mats, were samples of tea and coffee, each with a card stating the price, while in the background were boxes of Japan tea.

FOR THE CRISP AUTUMN DAYS

Jevnes, Los Angeles, showed a window that should attract all picnic parties, especially the motorists who are so fond of informal wayside lunches. The floor was covered with finely-cut

green paper to represent grass, and spread with a crepe paper cloth on which were wooden and paper dishes. Olives, pickles, spiced peaches, together with cans of meat and condensed milk, were much in evidence. Kneeling over a campfire at one side—made of sticks over red cloth, under which was an electric bulb—was a young man in outing clothes, lifting a coffee pot from the camp stove, while in front was a big can of ground coffee. A sign in front announced:

On These Crisp Autumn Days, When You
Stop by the Wayside to Eat, Half of
the Delight of the Meal is a Fra-
grant, Steaming Cup of Coffee

Don't Use Warmed-Over, Long-Made
Coffee, But Take Along a Can of
Our Blank Coffee, and Make It
Fresh for Your Lunch

A "BACK-TO-NATURE" IDEA

A natural concomitant of coffee is milk. Every dealer in beverages, or the materials for concocting them, should keep a good stock of evaporated milks and creams. If they are displayed as alluringly as were those of the Zion Co-operative Mercantile Institute, Salt Lake City, they would be sure to attract wide attention and have a ready sale. The window was set to represent a children's camp in the mountains. In the foreground was a meadow, made of green paper. A zigzag slash was cut through the center of the paper, and under this was laid a mirror, the effect being a winding stream. Several small dolls, with legs cut off slightly above the knees, giving them the semblance of wading, were set on this mirror stream. Scattered through the window were small branches, trimmed to represent trees, set upright in the floor. On one side of the stream was a boys' camp, with little yellow tents made of paper. Here were shown a number of small dolls, six inches high, dressed in khaki suits, several of whom were milking pateboard cut-out cows—the animals stamped with a well-known

H. F. HEACOCK, 51 N. Second St., Philadelphia, Pa. Makers of Fine Tea and Coffee Canisters

The style shown here holds 50 lbs. of Coffee. We sell these in lots of 1 to 50. Send for quotations.

GROCERS' AND BUTCHERS' FITTINGS of All Styles

Write for Illustrated Catalogue

American Sugar Refining Company

Domino

Granulated Sugar
is better sugar sold in a better way

The grocer who gives customers what they want is pretty apt to grow prosperous. There is no doubt that they prefer sugar as well as other foods in packages. It is far cleaner and if it is Domino, it is all cane, of supreme quality—dry and finely grained. In selling Domino Cane Sugar there is no leakage—no lost time and material in wrapping—no overweights. It simplifies selling.

Ask your jobber's salesman about Domino Granulated. It is sold in 2 and 5 pound cartons and in 5, 10, 25 and 50 pound non-sifting bags. Domino Cane Sugar is also sold in Tablet, Powdered and Confectioners forms in packages.

American Sugar Refining Company

The Most Complete Line of Sugar in the World



Add Another Profit-Maker to Your Store!

Of all the things a man can do to increase his sources of profit—none can equal, or come within a mile of equaling, the profits made from using a

SHERER CLEAN FOOD COUNTER

It does so many different things. It displays the goods. It keeps them clean. It keeps them handy. It SELLS THEM!

It keeps your goods as safely as a bank keeps your money. It reaches out for profits you never dreamed of—profits now impossible—because of unclean methods in handling goods.

Get our Booklet 10. You should know!

SHERER-GILLETT CO.,
1707 So. Clark St., CHICAGO



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brand of canned milk. On the other side was a girls' camp, where, at a long table, a number of girls in khaki suits were preparing a meal. The most prominent object on the table was a full-sized can of condensed milk, which dwarfed everything else into significance. Back of the camps was a wall made of cans of evaporated milk, and in the background was hung a canvas drop representing a forest and snow-covered mountains, while in the pasture was a herd of cut-out pasteboard cows. A large card in one corner of the window suggested:

**TO INCREASE THE JOY OF CAMP
LIFE**

When going camping you can't all expect to be located within convenient distance of a dairy or a herd of cows.

In starting out for a picnic or a week in the open don't forget to stock up on Blank's Evaporated Milk.

These are the sort of displays that get people to looking and talking and telling their friends about your window. Since each of them, in addition to being attractive, is strictly to the point, and drives home the merit of the merchandise, they are bound to have an excellent effect upon the sales.

CHICORY ENVELOPE ENCLOSURE

E. B. Müller & Co., 211 Franklin street, New York, are putting out an attractive envelope enclosure, 3½ by 6 inches, advertising chicory. The chicory root and leaves are shown in natural colors, as well as the root when dried and cut and when roasted and ground. On the reverse side appears this information: "Chicory greatly improves coffee, not only by reason of adding body, flavor, and that most desirable golden brown color, but especially on account of its healthful properties. Chicory is not an adulteration but a healthful addition, and can be compared to the use of salt in bread or soups."

The firm will supply *gratis*, on request, quantities of this envelope slip to any persons in the trade who may be interested.

SALIENT TRADE NOTES

A. M. Holton, with Griggs, Cooper & Co., manufacturing wholesale grocers, St. Paul, Minn., has been recently demonstrating coffees for his firm in dealer stores with much success. He is now special advisor in the manufacturing department to their sixty traveling representatives, and the plan is working out very satisfactorily.

Four additional Burns No. 1 roasters, with tip-top cooling and stoning apparatus, having flexible-arm cooler box connections, etc., have been installed by the Acme Tea Company in its Philadelphia coffee-roasting department.

The Houston, Tex., plant of the Cheek-Neal Coffee Company has received an order for five carloads of roasted coffee (100,000 pounds) from the United States Army Quartermaster at Fort Sam Houston, San Antonio, Tex. This is said to have been one of the largest single orders ever placed by the Government for roasted coffee.

The Betterton-Rupert Coffee Company, Ashland, Ky., a new coffee roasting and importing concern, has equipped its factory with a two-bag "Jubilee" roaster, with cooler and stoner, milling machine for green coffee, granulator with chaff remover, storage bins, etc., also a No. 6 roaster for unshelled peanuts. The installation was made by Jabez Burns & Sons.

The Ricardo Gomez & Dietlin Company, 80 Maiden Lane, New York, has been incorporated, with \$350,000 capital stock, to do a general importing and exporting business, especially in vanilla beans, olive oil, spices, etc. The officers are A. S. de la Fuente, president; F. X. Dietlin, first vice-president; J. Ortiz Gomez, second vice-president, and J. E. de Redon, secretary. This business was formerly conducted under the firm name of Dietlin & Co.

The Climax Coffee & Baking Powder Company, Indianapolis, has increased its facilities for turning out ground coffee by adding five Burns No. 11 mills, with feed bins set over them and a number of cars for carrying whole coffee to the bins and for transferring the ground product to weighing machines.

A new company, The Chocolate Refiners, Inc., has taken over all of the real estate, machinery and equipment at Mansfield, Mass., formerly



McCORMICK & CO., INC.
BALTIMORE, MD.

Bee Brand Spices and Extracts, Banquet Tea

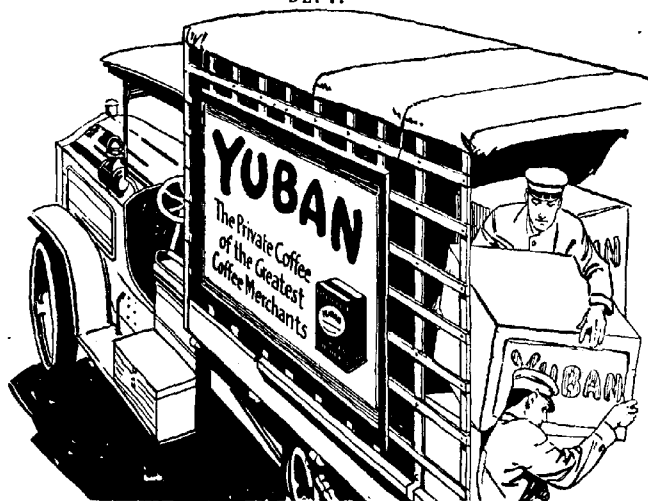


Over 8000 grocers in Greater New York alone supply Yuban regularly to their trade. Do you?

ARBUCKLE BROTHERS

YUBAN
COFFEE
DEPT.

NEW YORK CITY



Sugar Points "Variety" NO. 3



There's a FRANKLIN CARTON SUGAR for every home use—Fine Granulated, Dainty Lumps (small cubes), Powdered, and Confectioners XXXX, in cartons of convenient weight for your customers—1 pound, 2 pounds and 5 pounds, according to grade. Therefore, it is easy for you to supply your customers with all their sugar in FRANKLIN CARTONS, which are ready to sell when you get them, saving you time and bother and preventing loss by overweight. Tell your customers that you can sell them any grade of sugar they want in Franklin Cartons.

Made from Sugar Cane—Full Weight Guaranteed

THE FRANKLIN SUGAR REFINING CO., PHILADELPHIA

owned by the Walter M. Lowney Company; also the machinery and equipment for manufacturing chocolate coating and cocoa owned by the United Drug Company. The Lowney Company and the United Drug Company own all of the capital stock of the new concern.

The Sheppard-Strassheim Company, wholesale grocer and coffee roaster, Chicago, has installed in its coffee grinding department a "Challenge" burr-stone pulverizer.

William J. Kinsella, president of the Hanley & Kinsella Coffee & Spice Company, St. Louis, has been elected president of the Industrial Loan Company, St. Louis, known as the "Poor Man's Bank." This institution makes loans at 7 per cent annual interest to salaried people.

Canby, Aeh & Canby Company, Dayton, Ohio, has recently added a Burns milling machine for sifting and scouring green coffees at the rate of 40 bags an hour, and a peanut butter mill equipped with automatic salter.

At the annual meeting of the directors and stockholders of the Cheek-Neal Coffee Company, held in Nashville, Tenn., September 4, all of the officers were re-elected, and James H. Cheek, manager of the Richmond, Va., plant, was elected a vice-president and Frank L. Cheek was elected secretary.

The C. E. Coe Coffee Company, coffee roaster and importer, Memphis, Tenn., has just installed additional equipment, including two Burns No. 1 coal-fuel roasters with feed hoppers, drag conveyor, tiptop cooling apparatus, etc.

The Dolan Mercantile Company, Atchison, Kan., has purchased a three-story brick building near its coffee roasting plant, and will use it as a warehouse for coffee cans, cartons and containers. The company expects to add several new brands to its line.

In the coffee roasting department of J. Fullerton & Co., coffee, tea and spice dealers and roasters for the trade, Boston, a two-bag Burns roaster

has been added to their extensive equipment.

The Grocers Cash Wholesale Grocery has been incorporated at Boston, with \$100,000 capital, by William H. Moshier, William E. Wilson and A. E. Flaherty.

Long's Chocolate Works, Oswego, N. Y., has installed improved machinery for cleaning cocoa beans before roasting, the apparatus consisting of a special No. 14 Burns sifter connected with a suction stoner for separating material heavier or lighter than the cocoa.

The Stein-Pierce Company, wholesale grocer, Vicksburg, Miss., is a new jobbing concern with \$100,000 capital. The principal stockholders are Ben. H. Stein, general manager; Joe Shelby, H. E. Pierce and C. E. Beard.

The A. H. Pyron Company, a newly-established coffee, tea and fancy grocery retailer at Greenville, S. C., is supplying customers with freshly-roasted coffee from a Burns half-bag roaster with revolving cooler and stoner.

The Navlet Coffee Company, importer, roaster and packer, San Francisco, has moved to larger quarters at 1989 Mission street, that city.

The Pender Grocery Company, wholesaler and retailer, Norfolk, Va., is now doing its own coffee roasting by means of a Burns half-bag roaster with revolving cooler and stoner.

The William Tackaberry Company, wholesale grocer, Sioux City, Ia., recently occupied its new \$125,000 building in Sioux City.

F. Brazeau, wholesale peanut roaster, 244 Washington street, New York, has added two Burns roasters with cooling apparatus, etc.

The Harrisburg Wholesale Grocery Company, Harrisburg, Ill., has been incorporated, with \$50,000 capital stock.

The membership in the New York Coffee Exchange of O. Guillerault has been sold to W. R. Grace & Co. for \$4,100.

The United Grocers, Ltd., Toronto, has been incorporated, with a capital stock of \$50,000.

GOLD MEDALS

were awarded to

G. Washington's Refined Coffee

and

G. Washington's Refined Tea

at the

Panama-California Exposition

All the crystalized goodness that is in the coffee berry and tea leaf that is good to use.

Quality—Convenience—Healthfulness

Every can guaranteed to give satisfaction.

The Reputation and Standing of Walter Baker & Co.'s Cocoa and Chocolate Preparations



Registered,
U. S. Pat. Off.

Have been built up by years of fair dealing, of honest manufacturing, an unwavering policy of maintaining the high quality of the goods and by extensive and persistent advertising.

This means for the grocer a steady and increasing demand from satisfied customers, in the long run by far the most profitable trade.

The genuine Baker's Cocoa and Baker's Chocolate have this trade-mark on the package and are made only by

WALTER BAKER & CO. Ltd.

Established 1780 Dorchester, Mass.

IMPORTANT

Jobbers, Retailers and Consumers

We call attention to the ruling of U. S. Bureau of Chemistry, that "CHEMICALLY REFINED OLIVE OIL IS AN INFERIOR OIL AND MUST NOT BE LABELED FOR SOLD AS 'EXTRA,' 'SUPERFINE,' OR EVEN AS 'GOOD.'"

Even some of the largest importers are not aware that origin packers are palming off on them third or fourth pressing oils, or oils pressed from bad, rotten or wormy olives, made colorless and tasteless by chemical treatment.

Knowingly and unknowingly, importers, jobbers and retailers are selling this chemically refined olive oil, either by itself or mixed in various proportions with natural olive oil, as fresh "extra," "superfine," "fine," "select," etc.

We reproduce our **SWORN STATEMENT** made to the Bureau of Chemistry:

Baltimore, U. S. A., May 2, 1916.

The Bureau of Chemistry,
U. S. Department of Agriculture,
Washington, D. C.

Gentlemen: We guarantee the following:

1. That POMPEIAN OLIVE OIL is the first pressing of choice olives only.
2. That POMPEIAN OLIVE OIL is not in any way treated with chemicals, and does not contain any refined olive oil whatever.
3. That the fine flavor, the body and color, are natural; that no artificial methods of any kind are used to improve the flavor, body or color.
4. That only choice quality olive oil, purchased by our buyers abroad, direct from the producers, is packed under the POMPEIAN label.
5. That POMPEIAN OLIVE OIL is stored under vacuum, in sanitary, glass-lined storage tanks, where a uniform cool temperature is always maintained.
6. That POMPEIAN OLIVE OIL is packed in sanitary tins, in a sanitary plant, equipped with sanitary glass filling machines.
7. That our distributors are being continually cautioned to maintain our "ALWAYS FRESH" policy, and we endeavor to regulate shipments to jobbers so that they turn over their stocks at least once every sixty days.
8. That the rights of the consumer are protected from the moment the olives are pressed, until the olive oil from the POMPEIAN tin reaches the consumer.

THE POMPEIAN COMPANY

BALTIMORE, U. S. A.

Coffee Sermonettes

Being a series of Sales Talks, Pointing the
Way to Increased Coffee Business.

No. 6—Coffee Buying.

¶ Do you really know how to buy coffees? Very few retailers do. It requires study, not only of the demands of your trade, but of coffees in general and the American market in particular. Regular reading of trade journals devoted to coffee will be helpful in this regard.

¶ The most successful grocers limit their coffee purchases to one or two reliable jobbers and do not stock a variety of brands. They have found it more profitable to concentrate their sales and advertising efforts on one brand and push that for all it is worth, after the plan of the wholesaler. By focusing all your strength on one brand, you can buy on a quality basis—and quality only. Let the chain stores, peddlers, and mail order houses sell on a price basis and work continually for new business. Give your customers value and your customers will value what you give them. They will show their appreciation by re-orders.

¶ Don't buy coffees without first testing them. Test them in your home on your dining room table if you have no testing outfit at the store. That is the way to buy on a quality basis. It will keep you posted on the various grades and blends, and you can make comparisons with previous purchases and the offerings of other dealers.

¶ Finally, don't switch your orders to another jobber because his prices appear cheaper. Stick to quality and your coffee business will stick to you.

Let us help you solve your coffee problems. Write for detailed information concerning coffee sales plans and quality goods.

The
William B. Harris Co.

Cup Quality Experts

Teas, Coffees, Spices

65 Front Street New York

(Copyright)

When Writing Advertisers, Kindly Mention THE TEA AND COFFEE TRADE JOURNAL

A MODERN COFFEE ROASTING PLANT

The H. D. Lee Mercantile Company, Salina and Kansas City, one of the fastest growing wholesale grocery concerns in the Middle West, is to center its manufacturing interests at Kansas City, where it is now erecting a nine-story steel and concrete building. The Lambert Machine Company, at Marshall, Mich., has been awarded the contract to install on the three upper floors a thoroughly modern coffee-roasting plant, including coffee cleaning and milling machines, separators, green coffee mixers, storage bins for both green and roasted coffee, electric packing tables, combination coal and gas roasting machines, complete with approved stoning and cooling equipment.

"A CENTURY OF SUGAR REFINING"

"A Century of Sugar Refining in the United States, 1816-1916," is the title of an artistic 22-page brochure, containing ten full-page illustrations, just published by The American Sugar Refining Company, telling the story of sugar refining in America for the past one hundred years.

Some astonishing figures are given in this brochure. For instance, the company owns standing timber, from which to make sugar barrels, covering an area of 625 square miles, more than one-half the size of Rhode Island. The company produces annually 7,000,000 barrels requiring 80,000,000 board feet of timber. The yearly output of the company in sugar and syrup is 80,000 carloads, which, placed end to end, would make a train nearly 600 miles long, stretching from New York to Cleveland. More than 100 varieties of grades and packages of sugar products are offered by the company.

A copy of "A Century of Sugar Refining in the United States" will be mailed to any reader of this journal upon application to the New York office of the American Sugar Refining Company, 117 Wall street.

Want Advertisements

Subscribers are entitled to one free insertion in this department during the year.

Classified want advertisements under regular heading \$2 for twenty-five words or less. Additional words four cents each. Payable cash with order.

Help Wanted

WANTED—A thoroughly experienced coffee roaster for a Central New York State house. In answering this ad, please state past experience in detail, age, and salary expected. The man who secures this position must be able to show a good, clean past record. All correspondence will be treated as strictly confidential. Address Box 370, care of THE TEA AND COFFEE TRADE JOURNAL.

WANTED—We have an attractive proposition for a really competent salesman who has a wide acquaintance with hotels, cafes, restaurants, grocers, to sell Superior Columbia coffee, which is a mild sweet drinker, similar to Java blends, and selling at nominal prices. Every order means a duplicate; big future for the proper man. State experience, territory, what selling at present, etc. Address A. C. T., Box 371, care of THE TEA AND COFFEE TRADE JOURNAL.

Situations Wanted

WANTED—Situation, by thoroughly experienced tea and coffee man who has filled these positions with credit and results as superintendent or sales manager. Can take charge of any department or manage plant and show results. At present located in the south. References as to ability and character. Address Box 372, care of THE TEA AND COFFEE TRADE JOURNAL.

Miscellaneous

FOR SALE—Jabez Burns coffee separator, complete with screens and motor. Slightly used. Address W. A. T., Box 373, care of THE TEA AND COFFEE TRADE JOURNAL.

FOR SALE—One 20-bag green coffee mixer, brand new. Will sell at a sacrifice. Address Box 374, care of THE TEA AND COFFEE TRADE JOURNAL.

FOR SALE—16-inch Schutz O'Neil beater mill, with dust collector; also one Nonpareil spice cracker. Both in first-class condition. Address Box 375, care of THE TEA AND COFFEE TRADE JOURNAL.

FOR SALE—Cheap—Stimpson scale No. 80. Used little and in excellent condition. Address Box No. 376, care of THE TEA AND COFFEE TRADE JOURNAL.



SAUER'S

FLAVORING EXTRACTS

Largest Selling Brand IN THE U. S.

Awarded
Highest and Only Grand Prix at the
Panama-Pacific Exposition, also
15 other highest awards for
Purity, Strength and Fine Flavor
Prices 10c., 25c., 35c., 50c., \$1.00
C. F. SAUER CO., Richmond, Va.

W H Y

RYZON is sold at a Standard Price

This policy gives a two-fold advantage.

It means that consumers recognize RYZON, The Perfect Baking Powder, as a standard of value.

It also protects your profits.

The RYZON standard price is respected by grocers, because it results in respect for them.

The RYZON sales policy and merchandising campaign were planned in the interest of the retail grocer *and* of the consumer.

Values are stabilized and standardized and profits are insured on a fair and right basis.

GENERAL CHEMICAL CO.
FOOD DEPARTMENT
NEW YORK



Only Coffee in the United States, Roasted, Ground and Packed on plantation in native country.

THE COFFEE that received the FIRST GRAND PRIZE at the International Exhibition of San Francisco, Cal., was the GUATEMALA COFFEE.

Guaranteed under the Pure Food and Drug Act

When Writing Advertisers, Kindly Mention THE TEA AND COFFEE TRADE JOURNAL

PRICES CURRENT

Wholesale and Retail

as of October 4, 1916

Prices to Wholesalers

GREEN COFFEE		
(250 Bags or Over)		
Braz. Grades.	Line or Grade Price.	Cup Selected Price.
Santos 7s.	10	10½
" 6s.	10½	10½
" 5s.	10½	10½
" 4s.	10½	11
" 3s.	11½	11½
" 2s.	11½	11½
Rio 7s.	9½	
" 6s.	10	
" 5s.	10½	
" 4s.	10½	(No Rio Cup
" 3s.	10½	Selections)
" 2s.	11	

GREEN COFFEE, MILD GRADES—LINE OR GRADE PRICES—

(250 Bags or Over)		
Central America—		
Maracaibo—		
Truxillo—	10½ @ 11	
Hococo—	11 @ 11½	
Tovar—	11 @ 11½	
Merida—	10½ @ 11½	
do washed—	12 @ 13	
Cucuta—		
Ordinary—	11 @ 11½	
Fair to good—	11½ @ 11½	
Prime to choice—	12½ @ 13½	
do washed—	12½ @ 14½	
Laguayra—		
Caracas—	10½ @ 10½	
do washed—	12 @ 13½	
Porto Cabello—	10 @ 10½	
do washed—	11½ @ 12½	
Colombian—		
Ocana—	10½ @ 11½	
Bucaramanga—	12 @ 13½	
do washed—	11½ @ 13½	
Tolima—	13 @ 14	
Bogotas-Washed—	11 @ 14½	
Medelin—	11 @ 15	
Manizales—	11½ @ 14½	
Cauca—	11½ @ 12½	
Mexican—		
Corioba—	10½ @ 11	
do washed—	11½ @ 13	
Cotepec—	11 @ 11½	
do washed—	12 @ 14½	
Oaxaca—	11 @ 11½	
do washed—	11½ @ 13½	
East India—		
Padang Int.—	25 @ 26	
Corinche—	24 @ 26	
Kroe—	23½ @ 25	
Timor—	22½ @ 23	
Private Estate—	25½ @ 26½	
Fancie—	28 @ 28	
Abyssinian—	18½ @ 19	
Mocha—	19½ @ 20	
Liberian—		
Straits—	@ 17	
Surinam—	10½ @ 11	
Pamanoein—	@ ..	

† Nominal because of small arrivals.

† Common to fancy.

TEAS.

CHINA AND JAPAN—LINE PRICES.

(75 or More Packages of One Number)

Formosa—Cont.		
Common—	16 @ 18½	
Fair—	17½ @ 18½	
Good—	19½ @ 20	
Superior—	20 @ 20½	
Fine—	20½ @ 21	
Formosa—		
Fair—	16½ @ 17	
Good—	18 @ 18½	
Superior—	20 @ 22½	
Fine—	23 @ 26	
Finest—	29 @ 34	
Choice—	34 @ 39	
Choicest—	40 @ 44	
COUNTRY GREEN		
Gunpowder—		
Extra—	35 @ 50	
Firsts—	25 @ 30	
Seconds—	20 @ 22	
Imperial—		
Firsts—	32 @ 38	
Seconds—	23 @ 26	
Thirds—	17 @ 18	
Young Hyson—		
Extra—	30 @ 45	

Young Hyson—Cont.			Imperial—		
Firsts—	25 @ 28		Firsts—	24 @ ..	
Seconds—	19 @ 20		Seconds—	21 @ ..	
Thirds—	18 @ 19		Thirds—	15 @ ..	
Hyson—			Japan—		
Seconds—	17 @ 18		Basket fired—	20 @ ..	
Thirds—	15 @ 16		Pan fired—	16 @ ..	
PINGSUEY					
Gunpowder—			Congou—		
Extra Firsts—	28 @ 33		Common—	18 @ 18½	
Firsts—	21 @ 23		Good—	19 @ 20	
Seconds—	16 @ 18		Superior—	27 @ 29	
Thirds—	15 @ 15½		Fine to finest—	35 @ 37	
INDIA AND CEYLON—LINE PRICES.					
Pekoe Souchong—	23 @ 24		Choice to choicest—	45 @ 48	
Pekoe—	25 @ 26		Ceylon—Cont.		
Orange Pekoe—	28 @ 30		Orange Pekoe—	28 @ 30	
Ceylon—			B. O. Pekoe—	28 @ 30	
Pekoe Souchong—	23 @ 24		Darjeeling		
Pekoe—	25 @ 26		Fancy Orange—	50 @ 60	

SPICES—FIRST HAND PRICES.

Pepper—			Cassia—		
Singapore—	17 @ 17½		Saigon, rolls—	37 @ 41	
Acheen A—	17 @ 17½		China, rolls—	11½ @ 12	
Acheen B—	16½ @ 16½		do seal, bk.—	8½ @ 8½	
Acheen C—	16½ @ 16½		Kwangsai—	12½ @ 13	
Lampung—	16½ @ 16½		Batavia, Ext.—	19 @ 20	
White—			do short stick—	16 @ 17	
Singapore—	21 @ 21½		Cinnamon—		
Penang—	20½ @ 21		Ceylon—	@	
Siam—	20½ @ 21		Ginger—		
Heavy—			Japan—	7½ @ 7½	
Aleppy—	19 @ 19½		Cochin—ABC—	9½ @ 9½	
Tellicherry—	19 @ 19½		do D—	9½ @ 9½	
Cloues—			do seal, bk.—	8½ @ 8½	
Zanzibar—	17½ @ 17½		African—	8½ @ 8½	
Amboyna—	25½ @ 26		Jamaica, g/g—	17 @ 19	
Penang—	32 @ 33		Nutmegs—		
Pimento—	5 @ 5½		75s to 80s—	23 @ 24	
Red Peppers—			106s to 110s—	18½ @ 19	
Mombassa—	28½ @ 29		Mace—	50 @ 60	
Japan—	21 @ 21½				

CHICORY—FIRST HAND PRICES.

Domestic, granulated, coarse or medium, in bags—	7½ @ 7½
In barrels—	7½ @ 8
Best English, in barrels—	@
Imported yellow paper (65 and 130-lb. cases)—	@ 6½
Imported red paper (65, 7½ and 1-lb.)—	@
Domestic yellow roll—	5 @ 5½

COCOA—FIRST HAND PRICES.

Accra—	12½ @ 13½	Grenada—	15 @ 15½
African—	14 @ 14½	Hayti—	12 @ 12½
Bahia—	13 @ 14½	Jamaica—	12 @ 13½
Caracas—	15 @ 16½	Maacabo—	18 @ 19
Guayaquil—		Para—	14½ @ 15
Arriba—	16½ @ 17½	Sanchez—	12½ @ 12½
Machala—	16 @ 16½	St. Vincent—	@
Caracas—	16 @ 16½	Savanna—	@
Cuban—	13½ @ 14	Surinam—	15 @ 15½
Dominica—	13½ @ 14½	Trinidad—	15 @ 15½

Prices to Retailers

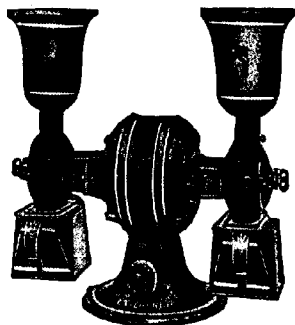
COFFEE		Roasted.	
(BAG LOTS—130 POUNDS.)			
Kind of Coffee.	Green	From	To
Santos—	10½	15½	13½
" Peaberry—	12	14	15
Rio—	10½	13	13½
Maracaibo—	13	18	16
Caracas—	14	17	21
Bucaramanga—	14	18	17½
Bogotas—	15	19	18½
Mexican—	14½	19	18½
Costa Rica—	13½	17	17
Guatemala—	13	17½	16
Jamaica—	12	13½	15
Padang—	27½	33	33½
†Mocha—	20	25	24½
†Abyssinian—	19	23	23½
Java—	27½	33	33½
Porto Rico—	17	18½	18½

TEAS.

(SINGLE PACKAGE LOTS.)		From	To
Formosa—		20	45
Foochow—		20	45
Congou—		20	45
Japan F. F.—		20	45
India—		23	45
Ceylon—		27	45
Gunpowder—		18	45
Young Hyson—		19	45

Women are Mighty Particular About the Way Their Coffee's Ground

If they want it pulverized, they don't want it granulated—or vice versa. They always want it uniform. And, you know, you want to cater to your women customers in every particular. When you use the

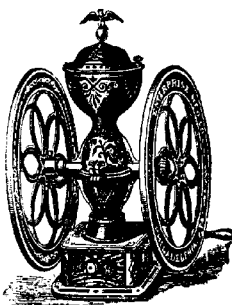


No. 08624. Grinding and Pulverizing Mill. Fitted with $\frac{1}{2}$ and $\frac{3}{4}$ h.p. For direct or alternating current. Grinders connected direct with shaft of motor thus eliminating gears.

"ENTERPRISE" Hand and Power Coffee Mills

in your store, you are always sure of grinding coffee just exactly as your customers want it.

"Enterprise" Coffee Mills have over fifty years of manufacturing experience back of them. They are made by trained mechanics. Every part is standardized—replaceable at any time—ten years hence, if necessary. Can be easily taken apart for cleaning. Grinders are made of specially hardened metal by our own process.



No. 9. Grinding and Pulverizing Mill. Seventy-five turns by hand will grind a pound of coffee as fine as required. Height, 24 inches. Weight, 107 lbs.

Satisfactory results at all times are assured, as the grinding is invariably uniform.

"Enterprise" Coffee Mills are handsome in appearance and will prove an ornament to every store.

Send for illustrated catalog. Free, of course.

ENTERPRISE MFG. CO. OF PA.

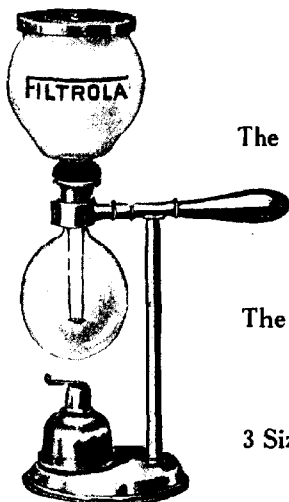
Makers of Coffee Mills, Meat-and-Food Choppers, Beef Shavers, Etc.

PHILADELPHIA, U. S. A.

29 MURRAY STREET
NEW YORK

530 GOLDEN GATE AVE.
SAN FRANCISCO, CAL.

When Writing Advertisers, Kindly Mention THE TEA AND COFFEE TRADE JOURNAL



U. S. Patents

July 6-1916.

Jan. 4-1916.

April 25-1916.

THE FILTROLA

The only Coffee Maker on the market
which avoids contact of coffee with
metal.

Improves YOUR Coffee 50%

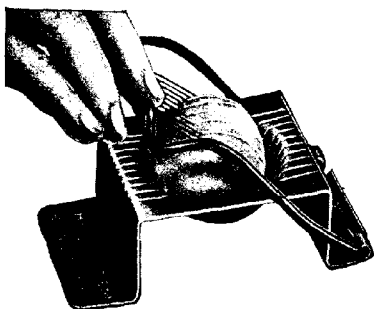
The Ideal Sales Promoter for the Modern
Coffee Merchant.

3 Sizes: 4 cup, \$5.00; 6 cup, \$6.50; 8 cup,
\$7.50.

Write for Trade Discounts

Crystal Percolator Company, Inc.
44 East 23rd Street New York

One Operation Slices Egg or Potato!



Dept. B--

The "Gem" Egg Slicer is a new
specialty for the convenience of the
housewife. It cuts Eggs, Potatoes,
Beets, etc., into uniform slices. Cut-
ting tray, pure Aluminum; cutting
handle, nickel plated with auto-
matically strung piano wires.

An Exquisite Premium

Crystal Percolator Co., Inc.
44 E. 23rd St., New York

When Writing Advertisers, Kindly Mention THE TEA AND COFFEE TRADE JOURNAL

Make your grocery more profitable

If you will read these questions and answers, we shall be glad to show you how a complete National Cash Register will solve these troubles.

Do you always know that your cash is right?

You cannot know unless you have an accurate check on every cent that comes over your counter in exchange for goods.

Do you give goods away?

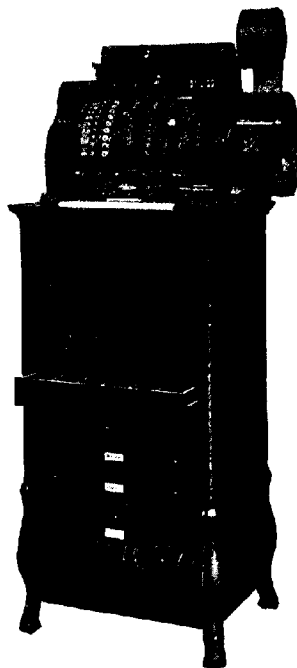
You do when you or your clerks "forget to charge" customers who buy on credit. In such cases the customers get the goods and you get nothing.

Do you ever pay bills twice?

You surely do unless you keep a permanent record of every cent you pay out as a safeguard against mistakes.

Do you ever lose customers by billing them after they have already paid you?

You do if you depend on memory, or on an uncertain system, to see that customers get credit for the money they pay you.



A complete National Cash Register will help you—if you want to make more money; if you want to make your clerks more efficient; if you want to save yourself from worry and work; if you want to get ahead.

***More than 1,500,000 have been sold
And they pay for themselves as they go.***

Write us on your letterhead for the little book, "Hints to Grocers."

The National Cash Register Company, Dayton, Ohio

When Writing Advertisers, Kindly Mention THE TEA AND COFFEE TRADE JOURNAL

<p>A SURE TRADE GETTER</p>  <p>The Royal Valley Coffee Co. Detroit, Mich.</p>			<p>The Brand That Gets Repeat Orders</p>  <p>ALEX SHEPPARD & SONS, Inc. PHILADELPHIA</p>	
 <p>H. H. HIXSON & CO., Chicago, Ill.</p>	<h2 style="text-align: center;">Talks with Grocers On Package Coffees</h2> <p style="text-align: center;">No. 9—Meeting Coffee Competition</p> <p>¶ It is claimed that the grocer sells but 40% of the coffee consumed in this country; the balance being handled largely by so-called coffee specialists or wagon route concerns. These figures are a reproach to every retail grocer who isn't making the most of his coffee department.</p> <p>¶ If you are a grocer there is no reason why you cannot secure the bulk of the coffee trade in your community, if you are alive to your opportunities. Your overhead is much smaller than the wagon route man, you are closer to the housewife, you can give better value and improved service.</p> <p>¶ Make it your sales policy to handle only high grade advertised coffees, and then let your customers know in every way possible that you can give them better value.</p> <p>¶ Try concentrating on coffee for at least a month. Use space in your local paper, display your brands conspicuously, make use of coffee demonstrations and talk coffee persistently, laying stress on quality. Start with established brands and push them consistently and you will build up your coffee business.</p> <p style="text-align: center;">This is the advertisement of the coffee packers whose trade-marked brands are illustrated on this page. These brands are all established successes and they'll help you build a permanent coffee trade.</p>			<p>'Tis Time to Begin with Colonial Inn</p>  <p>DENISON & CO., Importers and Roasters Chicago</p>
 <p>EVERYBODY LIKES SUMORE</p>				 <p>Write for Premium Catalogue</p>
 <p>EVERYBODY WANTS SUMORE</p>				 <p>Eureka Coffee Co., Buffalo, N. Y.</p>
 <p>EDW. D. DEPEW & CO. NEW YORK CITY</p>	 <p>THE TEMPLE GARDEN CO., NEW YORK—U. S. A.—BOSTON</p>	<p>Old Master Coffee</p>  <p>"The Autocrat of the Breakfast Table."</p> <p>Goes Farthest, Tastes Best, Cheapest in the End.</p> <p>THE BOUR CO. Toledo and Kansas City</p>	 <p>JABURG BROS. NEW YORK.</p> <p>JOR. HUDSON & WORTH ST.</p>	

When Writing Advertisers, Kindly Mention THE TEA AND COFFEE TRADE JOURNAL

Sunshine

Biscuits

Have never failed to do the one thing we promise most—SELL. Many merchants have stocked other biscuits with varying degrees of satisfaction, but the Sunshine Line continues to maintain its high standard as "The Quality Biscuits of America."

Write for "Definite Selling Plan"

and learn how Sunshine Biscuits will stimulate your cracker department, and show an increase in profits when the weekly receipts are figured up.

This is not a meaningless statement. It is based on the *actual experience* of merchants who have handled the line. Based on *facts* that will convince *you* that the Sunshine Proposition offers unusual opportunities for more business and greater profits.

The Sunshine "Definite Selling Plan" is yours for the asking, but we urge you to ask without delay.

LOOSE-WILES BISCUIT COMPANY

*Bakers of
Sunshine Biscuits*

814 Thomson Ave., L. I. C., New York

Takhoma Biscuit

—the Sunshine Soda that "splits in two." This may seem an insignificant feature to you, yet thrifty housewives recognize its value.



A UNIQUE COCOA PACKAGE

Here is a cocoa package that will find immediate favor with the American housewife. Its serviceability and general attractiveness assure a ready demand.



OPLER BROTHERS COCOA

is put up in glass containers—preserving jars and tumblers, modern packages that will build your cocoa sales. Superior quality will bring you repeat orders.

PRIVATE LABEL COCOA
in all types of containers. All our cocoa is packed by modern machinery under sanitary conditions.

OPLER BROTHERS
Inc.
171 Duane St. NEW YORK

IRISH TEA BUILDS TRADE



Because IT'S A REPEATER

IT WILL BRING YOU NEW
BUSINESS AND HOLD IT

LAPPIN TEA COMPANY
190 Duane Street NEW YORK

FOR MIXING WITH COFFEE

"Hillis Perfect Coffee Specialty"

Is by Far the Best

A mixture of 20 to 50% or more of the H. P. C. S. with coffee will make a blend that will assure a steady, repeat, satisfactory and profitable business.

Write for samples, or send your order for a trial barrel or bag, to be shipped on approval.

HILLIS CEREAL MFG. CO.

Rodney and Ainslie Sts.
BROOKLYN NEW YORK

\$ \$ \$

FOR THE WAGON and STORE TEA and COFFEE MAN

Your customers all use Toilet Preparations, Flavoring Extracts, Etc.—they buy from the corner druggist and groceryman. You have your trades confidence and entre to the homes—get this business. A sale under your label backed up by convincing quality means repeat sales.

G. H. LOWELL CO., Inc.
MANUFACTURERS

FLAVORING EXTRACTS, TOILET
REQUISITES ETC.
UNDER BUYERS LABEL

64 Reade Street New York
READE DEPT.

When it comes to dainty food—

What can you tell your HOUSEKEEPERS is

“Good Enough for Them?”

To be sure, “FERRIS” are “GOOD ENOUGH” for the U. S. Soldiers

Douglas, Arizona.

“Believe me, that delicious Ham was about the most pleasant surprise I have received since I have been down here. It certainly hit the spot. With the thanks of all the Officers,

Yours sincerely,

Lieutenant.....Battery A, Field Artillery.”

New London, Conn.

“Duplicate shipment. Goods fine.”

Paterson, N. J.

“Bacon giving absolute satisfaction.”

Passaic, N. J.

“Goods fine. Shall increase sale through fall and winter.”

Pottsville, Pa.

“Very enthusiastic about Ferris Goods.”

Lake George, N. Y.

“Your Hams and Bacon give absolute and perfect satisfaction. My chef told me they are the finest he ever cooked.”



Roscoe, N. Y.

“We are well satisfied with your Brand of Hams and Bacon.”

Paterson, N. J.

“Your Bacon fine.”

Nyack, N. Y.

“Goods fine. Will handle right along.”

Columbus, Ga.

“Perfectly delighted with the Quality of the first shipment.”

Point Pleasant, N. Y.

“Last Hams and Bacon very fine.”

All these during the past month prove “FERRIS” “GOOD ENOUGH” for all trade

Some time ago our salesman was given an order for Hams and told:

“Your goods are fine. Sorry I cannot order Bacon also; but I got a special price on one thousand pounds of cheap Baltimore Bacon.”

and then significantly:

“But I am keeping one of your Strips for my own use.”

If he insists upon Ferris for his own use, won't his trade likewise prefer it? How would this sound to his customers:

“That cheap stuff is GOOD ENOUGH for you; but it won't do for me.”

Have you tried out the “CHEAP STUFF”?

Why not throw over everything that is not as uniformly fine as ours and just stick to the “FERRIS” until you can over match “FERRIS QUALITY”? Then you will see your way to push “FERRIS” overboard, too.

“We'll take the chance!”

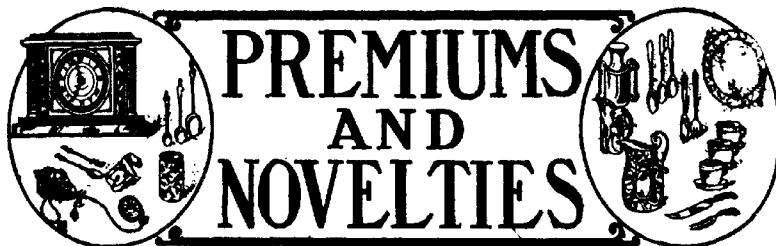
“Will you?”

F. A. FERRIS & COMPANY

262, 264, 266, 268, 270 and 272 MOTT STREET

NEW YORK

When Writing Advertisers, Kindly Mention THE TEA AND COFFEE TRADE JOURNAL



ANTI-PREMIUM LEGISLATION

Its Principal Effect Is to Help Coffee Peddlers and Mail Order Houses Take More Trade from Local Grocers

By HARRY B. HAINES

Secretary, National Premium Advertising Association, Inc.

THE vicious attacks which are being launched against trading stamps, coupons and the premium industry in general by many of the grocery trade papers at this time make interesting and timely a review of the grocery trade conditions existing in the State of Washington as a result of the anti-premium legislation enacted there in 1913.

Three years ago the State of Washington imposed a \$6,000 tax upon each and every person issuing trading stamps or coupons redeemable in merchandise. The cities of Tacoma and Bellingham, by ordinance, impose an annual license tax of \$100 upon every merchant issuing trading stamps, coupons or other premium tokens with the sale of their merchandise.

The obvious intention of the Legislature which put this law on the statute books was to protect the business interests of the State against what they termed unfair competition and price cutting. Presumably, also, it was, to quote the language now being used by many of the trade journals, intended to drive out the "trading stamp graft," which, according to them, has developed into a hideous phantom in the eyes of those who do not care to use it in the promotion of their own business.

HOW THE LAW TAKES TRADE FROM GROCERS

The principal effect, up to this time, has been to boost the business of the itinerant coffee peddlers and the mail order houses, as well as other coffee concerns that use premiums in a manner which easily evades the law. It is hardly necessary to state that the growth of the mail-coffee peddlers is directly to the detriment of the local retailer. Both are able to undersell the local dealer, and the mail-order concern in particular takes the business out of the State by means of, and as a result of, a law passed presumably to

promote and develop the industries of the State. In theory the law was fine. In practice the tax-paying retailer has the poor satisfaction of seeing the long profit end of his business, namely, teas, coffees, spices, etc., go to the pedler whose office is in his hat. Seldom is witnessed a more definite example of the result of legislation thoughtlessly framed and passed by those unfamiliar with the business which they sought to control and regulate.

Since Washington took the initiative, anti-premium legislation has been introduced into the legislatures of no less than twelve States. In one only—Maryland—where a \$6,000 tax was proposed (as in Washington), and later an amendment was made fixing the same at \$1,500, has adverse legislation actually been placed upon the statute books. Incidentally, this \$1,500 tax is now being contested in Maryland as unconstitutional, on the ground that it places an equal burden on large and small business.

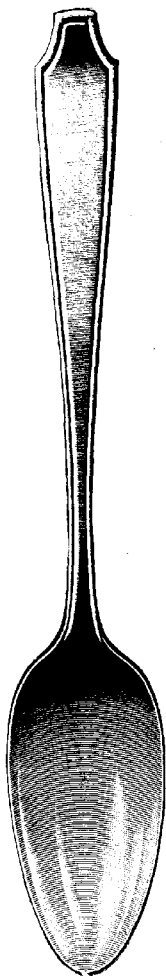
In every one of these eleven States the Legislature or the Governor gave the matter intelligent attention and recognized the unfairness and selfishness of the proposed laws. If the law-makers of Washington had given the same thought to the subject of their consideration in this instance as did Governor Harmon of Ohio, or Governor McCall of Massachusetts, manufacturers in the State of Washington would not have suffered a great loss of business through the withdrawal of the premium companies with their purchasing power from that State.

The feeling is generally spreading throughout the State of Washington that a few prejudiced persons have "put something over" on the majority of the merchants in that State by the passage of this drastic anti-premium law. As a matter of fact a number of stores are quietly returning to the stimulus of premium advertising by offering dishes and other merchandise with their sales checks. Simultaneously with the decrease of their business on teas, coffees and kindred lines, the great Chicago mail-order houses of Sears, Roebuck & Co. and Montgomery, Ward & Co. are experiencing a wonderful growth.

ANTI-PREMIUM LAWS INJURE ALL RETAILERS

While this article is written with the grocer

Increasing Sales



By the use of dependable Silver Plated Tableware on Nickle Silver Base. The new and attractive design illustrated herewith is made complete as per list below.

Dover Pattern

BRIGHT FINISH

Tea Spoons
Dessert Spoons
Table Spoons
Soup Spoons
Bouillon Spoons
A D Coffee Spoons
Ice Tea Spoons
Berry Spoons
Sugar Spoons
Cream Ladle
Gravy Ladle
Medium Knives
Medium Forks
Dessert Forks
Large Cold Meat Fork
Oyster Forks
Individual Salad Fork
Butter Knives
Butter Spreaders

Combination Sets in bulk and fancy boxes.

Information regarding a definite plan by which Silverware has been most successfully used in the promotion of tea and coffee sales furnished on request.

Factory
Wallingford, Conn.

BRANCHES

Chicago, 10 So. Wabash Av.
New York, 11 West 32d St.
San Francisco, 85 Post St.
London, E.C., 63 Basinghall Street.

Sample Tea Spoon mailed on receipt of Ten Cents.

WALLACE BROS.

Manufacturers of Silver Plated Table Ware
DEPARTMENT G

6 South Wabash Ave., CHICAGO

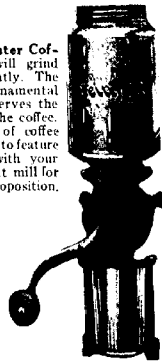
Net price list mailed on request

STEINFELD HOUSEWARES

are well-known everywhere, represent **actual cash values**, and are therefor especially attractive as premiums.

Some particularly effective items for premium use are coffee mills, coffee percolators and food choppers. We also offer an extensive line of wooden goods, toys and hardware specialties. A few suggestions are illustrated and described herewith.

Sanitary Glass Canister Coffee Mill. This mill will grind coffee rapidly and efficiently. The glass canister feature is ornamental and being air tight preserves the strength and aroma of the coffee. It shows the quantity of coffee on hand. It will pay you to feature this mill in connection with your coffee sales. An excellent mill for the one pound package proposition.



"Steinfeld" Food Chopper. The chopper that saves money, time and energy. Has no extra knives or other parts with which to bother. Entirely different from all other food cutting machines. It is extensively advertised and sold at restricted prices. The chopper every housewife wants, because it is simple, sanitary and easy to operate.

Aluminum Coffee Percolator. Here is another ideal coffee sales stimulator. This percolator is substantially made of pure aluminum, including inset. It has a glass top and ebonized handle. The type of coffee maker that is highly favored by housewives. It is the logical premium to use with coffee. One of our best tea and coffee premiums.



Particulars and Prices
Cheerfully sent on Request.

"Ask about other premium suggestions"

STEINFELD BROTHERS

116-120 W. 32d ST.

NEW YORK

trade particularly in mind, it should also be remembered that the condition is not one which applies exclusively to that field. The result of anti-premium legislation is being felt by merchants in every line and in every part of the country. It should be borne in mind that premium legislation emanates mostly from a few prejudiced, selfish individuals, who, because they do not desire to avail themselves of the benefit of co-operative profit sharing and premium usage, endeavor to make the Legislatures of their States tools in their hands to pass drastic laws which will deprive other merchants of the rights which they themselves have no use for. This "dog in the manger" policy has been pursued relentlessly for a number of years.

The policy in the past has been to permit prejudiced associations and individuals to put any kind of laws upon the statute books of their States that they might care to and then test them by court decisions. In every instance these laws have been introduced in such a prejudiced form of mind, and have been so drastically drawn that they have either been vetoed by the Governors of the States or have been set aside by the Supreme Court when submitted to the acid test of the law.

The purpose of the National Premium Advertising Association is to interpose itself to contest any unfair or prejudiced attacks on the premium industry. The association numbers in its membership some 500 representative concerns doing business in all States of the Union, who believe that fundamentally the idea of co-operative profit sharing is correct, and who are willing to back that belief in a straight-from-the-shoulder fight in defense of the premium idea which will be conducted by the association in every State in which unfair or adverse premium legislation is attempted.

NEW CASH DISCOUNT PLAN

The National Cash Voucher Corporation, 120 Broadway, New York, is selling to retail stores a cash voucher which entitles the consumer to 5 per cent cash discount on his purchases. Space is reserved on both sides of the voucher for advertisers seeking sectional or national distribution of their goods. In cases where an advertiser

uses the voucher space exclusively for his line, the vouchers are paid for by him and cost the retailers nothing. In other cases, N. C. V. vouchers are sold to dealers in about the same way as United coupons and S. & H. green trading stamps.

STERLING SILVER DEPOSIT WARE

Silverware is prized by every housewife for both its utilitarian and ornamental value, and no article is better adapted for premium purposes. E. & J. Bass, Inc., 610-614 Broadway, New York, manufacture an extensive line of silver-plated and silver deposit ware suitable as premiums for the tea, coffee and fine grocery trade. Set No. 5203, shown herewith, is an excellent item for such



No. 5203—REGULAR SIZE GLASS SUGAR AND CREAM SET, STERLING SILVER DEPOSIT, GRECIAN DESIGN

use. It consists of a regular size glass sugar and cream set, Grecian design, mounted in sterling silver deposit, and sells to the trade at \$4.50 per dozen sets. This article is only one of a big assortment of silver deposit premiums.

The firm is also turning out a patented silver spoon for making tea in the cup, which it is thought will prove an attractive premium for stores dealing in that commodity.

MOVIE TICKETS WITH COFFEE

C. H. Walrath & Son, Syracuse, N. Y., are giving as premiums free motion picture theater tickets with "Rose Bud" and "Guinea Gold" coffee. Eight coupons taken from packages of either brand entitle the holder to one ticket good for admission at any of several local movie theaters.

A decorated cup, saucer and plate were given free with a pound of good tea at Dickson's Big Tea Special. This tea store is at 68 Merrimack street, Lowell, Mass.



An economical, sanitary and handy device for making an individual cup of tea. Our booklet showing 200 Unusual Premium numbers on request.

BASS TE-BALL-ET

Heavily Silver Plated, \$2.00 a Doz.

E. & J. BASS, Inc., 610-614 Broadway
NEW YORK

PERFECT PREMIUMS

THE STAR PERFECT LINE CLOTHES LINE REELS THE HANDY PERFECT LINE

STRONG DURABLE. ATTRACTIVE.

A Convenience for every Housewife who will never be without it and she will find it more than the best of satisfaction.

Extremely Low Prices.

Big Stock. Prompt Deliveries. Write today.

FEENEY MFG. CO., 1305 E. Washington St. MUNCIE, IND.

Protect Your Trade Marks and Your Trade Marks will Protect You.

For all information and services relating to Trade Marks, Write

TRADE MARK TITLE CO.
Ft. Wayne, Ind.



Whether you use hot or cold water in making coffee, it is absolutely necessary that the coffee be freshly and accurately ground. The lock nut adjustment on the Arcade Mills insures uniform results. Seventy styles made.

ARCADE MANUFACTURING CO.
FREEPORT, - - ILLINOIS

This is the Combination Vacuum Sweeper THAT IS Getting Big Results For Others!

WHY NOT FOR YOU?

The machine that is being used as an advanced premium and also on the money-back plan. There is a reason why the housewife is enthusiastic over our Model T combination vacuum sweeper. It sucks out the dirt and sweeps up the surface in one operation; does double the work of the old-fashioned carpet sweeper; no general house-cleaning or tearing up of rugs with this vacuum sweeper in the home.

IF YOU WANT ONE OF THE GREATEST BUSINESS-GETTERS and the most successful premiums to tie up customers with, get in touch with us and we will tell you all about it.

THE BLUE BIRD IN-DOOR CLOTHES LINE REEL

Best Inexpensive premium ever offered. Every housewife interested.




THE HUGRO MFG. CO.
Van Buren and LaSalle Sts.
Dept. 9, CHICAGO

PATENTED AND LICENSED UNDER
KENNEY PATENTS

When Writing Advertisers, Kindly Mention THE TEA AND COFFEE TRADE JOURNAL

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The Widlar Co. 8.2.

Cleveland, Ohio

Pure Spices Scientifically Ground

Established 1855

Never been prosecuted for the violation of any food law—Either State or National.

Isn't that the kind of a firm you want to do business with?

QUALITY — PRICE — SERVICE — PURITY

But not price at the sacrifice of Quality

George W. Lawrence & Co.

COFFEE

87 Front Street

New York City

SOLE NORTH AMERICAN AGENTS

NAUMANN GEPP & CO., Ltd.

Vivacqua & Irmaos
Victoria, Esp. Santos

SANTOS

M. Ries
Aden, Arabia

When Writing Advertisers, Kindly Mention THE TEA AND COFFEE TRADE JOURNAL

GUATEMALA COFFEE

We are pleased to quote the remarks of a most respected New York opinion contained in a recent circular issue, as follows:

"By herculean efforts large blocks of Guatemala Coffee have been distributed throughout the Interior. These coffees have not given the satisfaction hoped for and their substitution for the heavier and better flavored coffees has been but to sow the seeds of discontent. *The best evidence that this is a fact is the premium that Bogotas or Washed Columbias are commanding.*"

Some months ago we knowingly sold Good Washed Guatemala at 13c. to 14c., while the price exacted then for Bogotas was from 15c. to 16c. Since the first of the year we have sold over 250,000 bags of Guatemala coffee and have not been forced to change the price basis except to lower same in common with the declines of other growths and grades.

Discriminating roasters have sufficiently appreciated the merit of Guatemala coffees to continue manufacturing them with most profitable results, and thousands of dollars have been saved by roasters who have been sufficiently studiously inclined to study the real cup quality of Guatemalas and ignore the old-time beliefs that necessitated the purchasing of any specific variety of coffee, to make blends uniform.

We must repeat that it is impossible for the most expert judges of coffee to correctly discriminate the relative merits of High Grade Bogotas, Mexicans, Guatemalas, Costa Ricas, or other choice varieties, and also to remind the trade that Guatemala Coffees, equal in cup quality to the best coffees grown in any section of the world, are obtainable at a lower price basis than the better known Colombians, and through a continuance of shipping difficulties to Europe, this condition will prevail for at least another year.

IT WILL PAY YOU TO INVESTIGATE

C. E. BICKFORD & CO.

THE TEA AND COFFEE TRADE JOURNAL

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THE TEA AND COFFEE TRADE JOURNAL, published at 79 Wall Street, New York. Terms of subscription \$2.00 per year postage prepaid, in the United States and Possessions; \$2.25 per year in Canada; \$2.50 in all foreign countries. Single copies 25 cents. Remit by money order or draft. Entered at the New York Post Office as second class matter. Copyright 1916 by THE TEA AND COFFEE TRADE JOURNAL COMPANY.

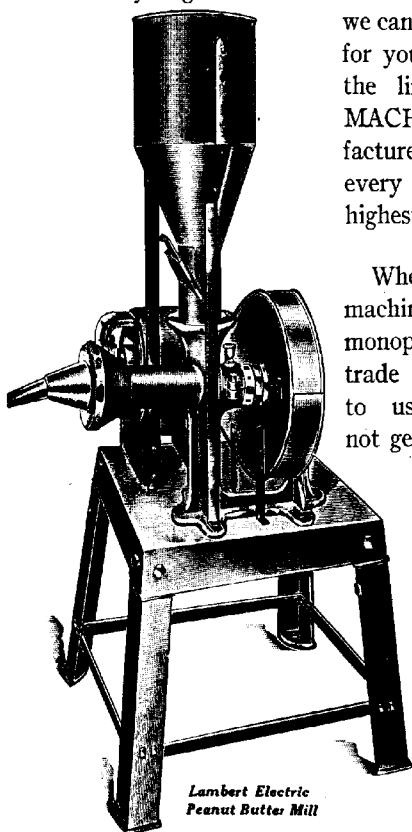
WHEN YOU MAKE PEANUT BUTTER

Make it the LAMBERT Way

Established in 1896, we are THE PIONEER MANUFACTURERS of PEANUT BUTTER MACHINERY. We manufacture complete equipments consisting of such principal machines as Peanut Butter Mills, Peanut Pickers, Peanut Blanchers, Peanut Roasters and Stoning outfits. Auxiliary machinery includes Elevators, Storage Bins, Feed Hoppers, Conveyors, etc.

Whether you go into business on a large scale or in a small way

we can help you and can save money for you. There is nothing made in the line of PEANUT BUTTER MACHINERY that we do not manufacture, and our machines contain every improvement necessary for highest quality and economy.



*Lambert Electric
Peanut Butter Mill*

When you are in the market for machinery that will enable you to monopolize the PEANUT BUTTER trade in your community, write to us. In the meantime why not get our catalogue? It is full of progressive ideas and we will send it for the asking.

Plans designed according to requirements or specifications, and estimates furnished.

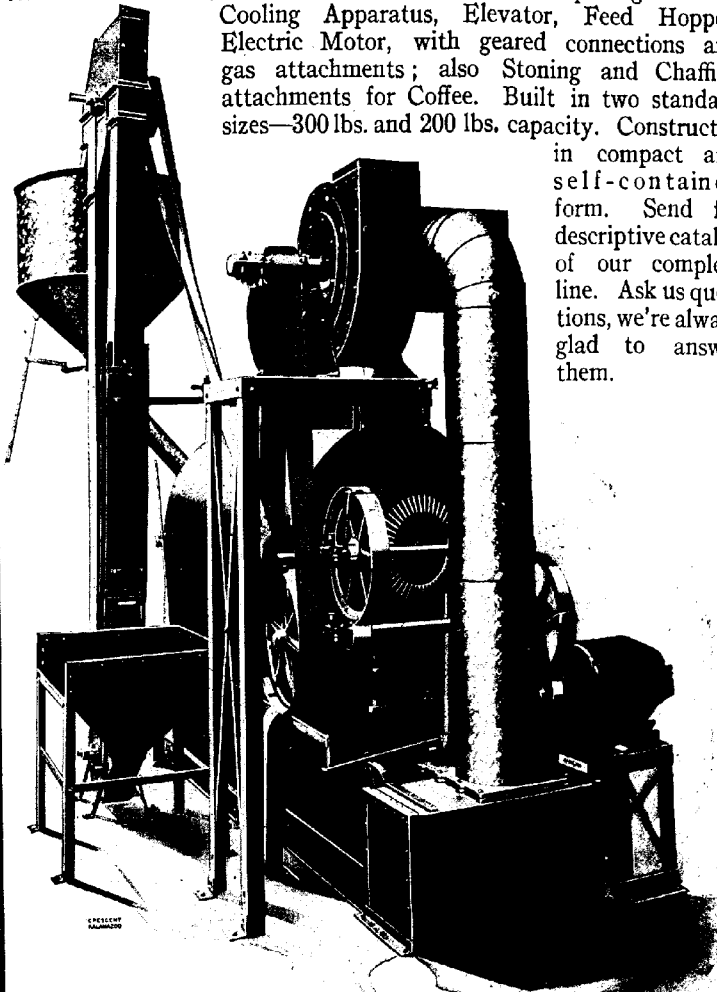
LAMBERT MACHINE CO.
MARSHALL, MICHIGAN

Pioneers in Peanut Butter Machinery

Roasters Everywhere Should Know The LAMBERT Electric Roasting Outfit

for Coffee, Peanuts, Cocoa Beans, Cereals, etc., comprising Roaster, Cooling Apparatus, Elevator, Feed Hopper, Electric Motor, with geared connections and gas attachments; also Stoning and Chaffing attachments for Coffee. Built in two standard sizes—300 lbs. and 200 lbs. capacity. Constructed

in compact and self-contained form. Send for descriptive catalog of our complete line. Ask us questions, we're always glad to answer them.



Rear view of Class "E"
Roasting Plant

Plans for larger Coffee Roasting Plants prepared and submitted on application.

LAMBERT MACHINE COMPANY

Marshall, Mich.

When Writing Advertisers, Kindly Mention THE TEA AND COFFEE TRADE JOURNAL

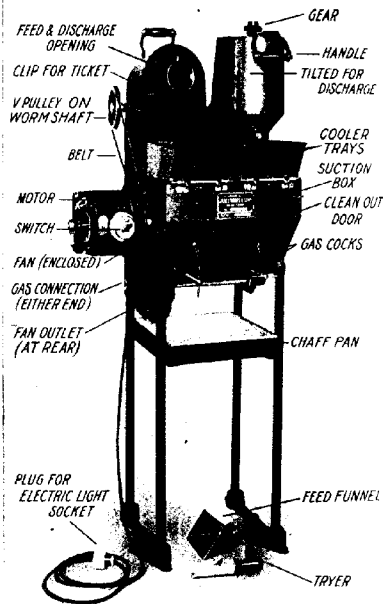
Roast Your Coffee Samples In Your Own Office

***Directly Under Your Supervision and on a Machine Which
Experience Has Proved Dependable for Accurate Work.***

This will put you closer to the real value of the coffee you are buying or selling than you could possibly get by testing and inspecting samples roasted outside your office by someone else.

The Burns Tilting- Cylinder Sample Roaster

is used by experienced coffee men everywhere for getting the best results with the least expense and trouble. The cut shows a two-cylinder machine—but we build them with one to six cylinders.



416

Charles Dittmann Co., Chicago, Ill., writes us the following letter :

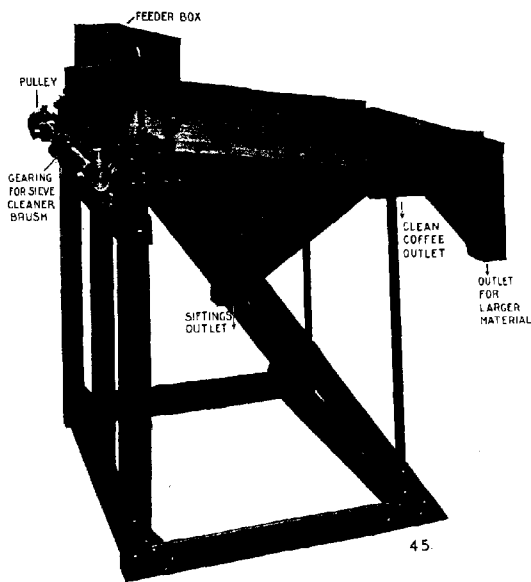
"The No.13 Sample Roaster and the No.4 Scale are now a part of the working force in our office and fill perfectly the departments to which they belong. All who see them admire them, and after seeing the perfect work they turn out they marvel at them. Truly we are more than pleased with them and congratulate you on their construction."

J&S JABEZ BURNS & SONS J&S
600 W. 43RD ST., NEW YORK

The Burns No.14 Coffee Sifter

A most satisfactory machine for the separation of green or roasted coffee into two grades. In many plants the sifter is used to improve the appearance of the roasted coffee by sifting out all small or broken beans. A handsome, large-bean grade is produced and the siftings are used for grinding.

The large coffee, passing over the perforated shaking sieve goes to the hopped outlet through a fixed screen having oval holes. Any larger foreign material passes over the screen into a separate hopper across the front of the machine.



Left-hand Side View of No.14 Sifter.

The Federal Coffee Mills Co., Cleveland, Ohio, writes us as follows:

"Wish to inform you that the Coffee Sifter No.14, which you sold us some time ago, is producing satisfactory results."

J&S JABEZ BURNS & SONS J&S
600 W. 43RD ST., NEW YORK

IT TAKES TWO TO MAKE A BARGAIN

BUT ONLY ONE TO REGRET IT

THE

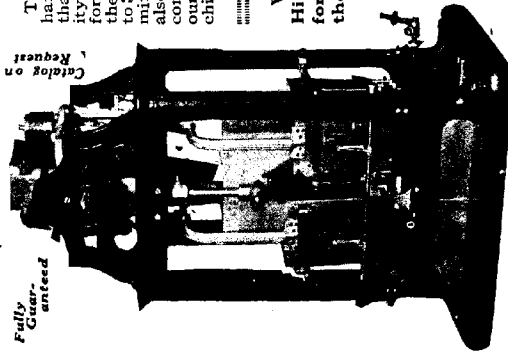
"AUTOMATIC'S"

ARE MACHINES OF NO REGRETS

This machine will handle materials that flow by gravity, or that require forced feeding, at the rate of from 30 to 35 discharges per minute and can also be used in conjunction with our sealing machine.

Request on Catalog

Fully Guaranteed



STYLE 869a

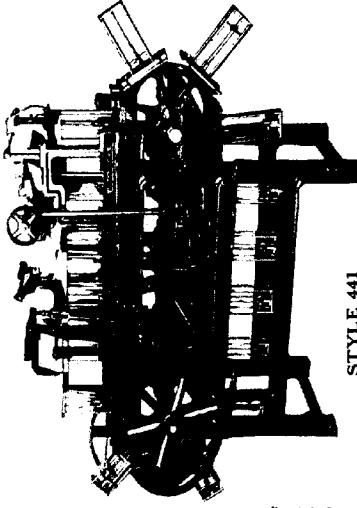


We have a new **High Speed Scale** for **Coffee**. Get the particulars.

Bottom Sealing Machine

Speed 35 cartons per minute. Can be used singly or in combination with scale and top sealing machine.

Fully Guaranteed



STYLE 441

AUTOMATIC WEIGHING MACHINE COMPANY

MAIN OFFICE AND FACTORY

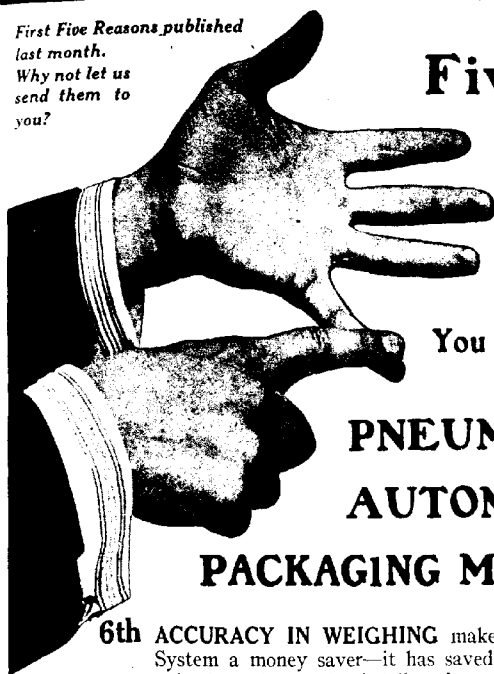
134-140 COMMERCE ST., NEWARK, N. J.

AGENCIES

Chicago, Ill. St. Louis, Mo. Cleveland, Ohio Pittsburgh, Pa. Omaha, Neb.
San Francisco, California

Learn that it pays to investigate "Automatic" Weighs.

*First Five Reasons published
last month.
Why not let us
send them to
you?*



Five More Reasons Why—

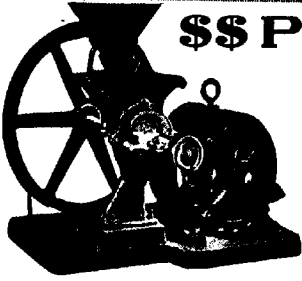
You Should Install

PNEUMATIC AUTOMATIC PACKAGING MACHINERY

- 6th ACCURACY IN WEIGHING** makes the Pneumatic System a money saver—it has saved tons of material valued at thousands of dollars for customers formerly using cheap weighing machines, or hand labor. Can you afford to lose?
- 7th COMPLETE PACKAGING EQUIPMENT** — the Pneumatic System offers you the only complete line of automatic packaging and weighing machinery.
- 8th BUILT ON THE UNIT BASIS OF DESIGN**—simply add other units as you need them—not a single operator required for a complete set of machines.
- 9th SERVICE**—prompt and efficient is rendered by our experts located at the following convenient branch offices—**Boston—New York—Chicago—Kansas City and Toronto, Ont.**
- 10th EXPERIENCE**—we are pioneers in the packaging business—hundreds of thousands of dollars have gone into the invention and perfection of Pneumatic Machines during the past twenty years—\$100,000 worth of duplicate parts constantly on hand.

*Don't buy an experiment—buy the Pneumatic.
It's reliable and built on EXPERIENCE.*

**PNEUMATIC SCALE CORPORATION, Ltd.
NORFOLK DOWNS, MASS.**



\$\$ Peanut Butter \$\$

You will find a ready market for Peanut Butter made on a Quaker City Mill. Peanut Butter will reduce the overhead expense of your plant. We will show you how to market the product. **Try our mill 30 days.** If you do not make good return the outfit to us. Can we make any better offer? Write for "Peanut Butter" Booklet.

The A. W. Straub Co.,
3710-38 FILBERT STREET
PHILADELPHIA, PENNA.

QUAKER CITY MILL

Notice of Removal

JOHN W. HAULENBEEK CO.

announce that they have outlived the size of their quarters at 170 Duane Street, which they have occupied for 38 years, and have taken larger quarters at

393 Greenwich Street, New York

which they will occupy about July First, Nineteen Sixteen, with increase of roasting capacity from 8 to 12 7-foot Burns Roasters and other latest improved equipment, and will continue

Coffee Roasting for the Trade Only

NO SPICE GRINDING—NO COFFEE SELLING—NEW ACCOUNTS WILL RECEIVE THE MOST CAREFUL ATTENTION.

DUPLIX

AUTOMATIC NET WEIGHER

CAPACITY 35 packages a minute.

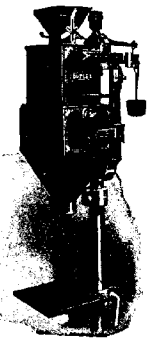
ACCURACY proven by 30 days' trial and thousands of users.

GUARANTEED fully for (5) years against repairs.

Gravity Operated

Price, \$118.75 net
Payments Arranged

E. Edtbauer Company
 817 Washington Blvd. Chicago, Ill.



If You are a User of

TIN CANS

(Plain and Decorated)

Send us your inquiries. We are independent makers of the largest variety in the United States. With our long experience, modern equipment, and personal supervision, we are in a position to serve you advantageously and at proper prices.

Columbia Can Company
 Madison St., from First to Second Sts.
 SAINT LOUIS :: MISSOURI

UP-TO-THE-MINUTE EQUIPMENT AT LOWEST PRICES

Top and Bottom
CARTON SEALING MACHINES

Also combined with
FILLING AND WEIGHING MACHINES

**FIBRE CONTAINER SEALING
MACHINES**

AUTOMATIC GRAVITY SCALES
For all kinds of packaged goods

Our Machines are the simplest in construction
and operation.

They require no skilled mechanics to keep
them running.

**THEY ARE THE CHEAPEST AND BEST
NOW OFFERED TO THE TRADE.**

American Machinery Company
1225-1231 CALLOWHILL STREET
PHILADELPHIA, PA.

When Writing Advertisers, Kindly Mention THE TEA AND COFFEE TRADE JOURNAL

Bourbon Vanilla Beans

from the
COMORES ISLANDS

We have—

Direct facilities on the Islands—
Chiris' process for curing.

Which means—

Perfectly cured Vanillas—
A uniformly fine aroma—
A liberal classification
and
Satisfactory Deliveries.

Requests invited for samples
and quotations, either in Bond,
duty paid or to arrive.

ANTOINE CHRIS CO.

18-20 PLATT ST.
NEW YORK

VANILLA BEANS

THURSTON & BRAIDICH

27 CLIFF STREET
NEW YORK

Teas and Coffees

are sure to reach the consumer in "the
pink of condition" if they're packed in

Heekin's Heavy Duty Steel Cans

Made of fine polished steel, either painted
or stenciled with name and design.

Tea cans made in all shapes and sizes—
handsomely lithographed—to meet your
requirements.

Size 15½ in.
x 20¾ in.—
capacity 50 lbs.

**THE
HEEKIN
CAN CO.**

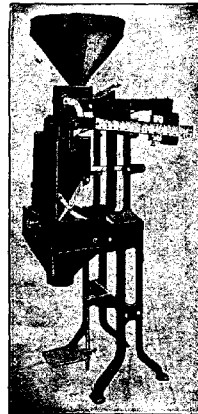
Culvert and
New Sts.
Cincinnati, O.

"Heekin's Can
Since 1901"



PACKAGE WEIGHER

\$112.50 NET



Weights any-
thing that flows
including

Ground Coffee

23 to 35 Pkgs.
per minute
within

1-16oz. Accuracy

Two Sizes

4oz to 2½lbs
1lb to 30lbs

No Power
Required

The simplest scale made, Can be entirely taken
apart for cleaning in 10 seconds.

SENT ON TRIAL

The Automatic Package Scale Co.
Incorporated
Louisville, Ky.

**Mr. Coffee Roaster,
Mr. Tea Packer,
Mr. Baking Powder Man.**

The reasons you should buy your cans of us:

- BECAUSE** Our prices will save you money and OUR prices of LITHO-GRAPHED cans cost about the same as plain tins paper labeled.
- BECAUSE** WE DO NOT CHARGE FOR PLATES.
- BECAUSE** Our QUALITY, WORKMANSHIP, DESIGNS and SERVICE are unexcelled.
- BECAUSE** We are one of the largest INDEPENDENT manufacturers in the United States, and meet competition anywhere.
- BECAUSE** We are EXPERIENCED makers of high grade LITHO-GRAPHED and plain tin cans of the BETTER KIND.

New Orleans Can Co.

New Orleans U. S. A.

P. S.—In asking for quotations, state sizes, number of colors and quantities.

BULK COCOA

IN BARRELS AND DRUMS

Also packed in tin cans under your

Private Label

We make American and Dutch Process Cocoa.

Write for our *Latest Price List.*

State Style of Packing and Quantity Required Annually.

Tell us where you saw this advertisement.

Ambrosia Chocolate Co.

331-333-335 FIFTH STREET

MILWAUKEE, WIS.

THE PROGRESSIVE CHOCOLATE AND COCOA MANUFACTURERS

GUATEMALA COFFEE

The coffee that took the Grand Prize at the Panama-Pacific Exposition and designated the premier coffee of the world.

Ask your jobber or broker to submit samples and prices on Guatemalas. These coffees are steadily growing in favor among coffee roasters, particularly as blenders. There is a grade of Guatemalas that you can use to advantage.

A. ROSENTHAL & SONS

Dealing with the Importing Trade only

BEAVER BUILDING

NEW YORK

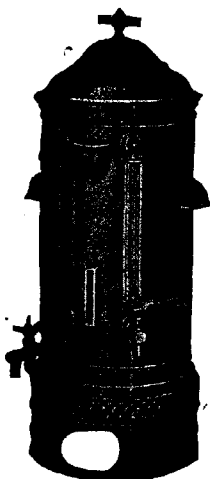
GASTON, WILLIAMS & WIGMORE, INC.

IMPORTERS
OF

COCOA, COFFEE, SPICES

140 BROADWAY : : : NEW YORK CITY

TEA, COFFEE, CHOCOLATE and HOT WATER URNS



Coffee Urn, 2002 Series

Made in all sizes up
to 25 gals. capacity.

Also a full line of
**High Grade
Copper, Nickel
Plated and
Brass Goods**

including Pastry and
Roll Warmers Steam
Tables, Plate
Warmers, Water
Coolers, etc.

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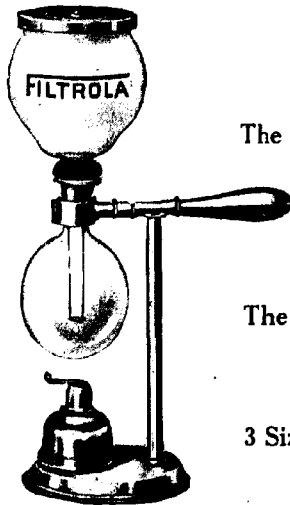
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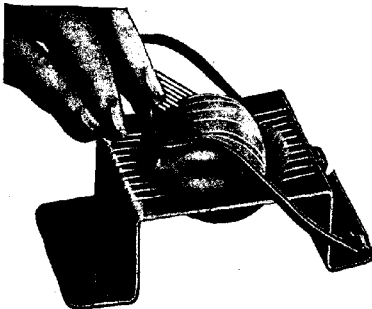
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Cheapest and best machine on the market. Capacity 300 lbs. steel cut per hour. The machine you will want to increase your sales of clean ground coffee. Write for photo, information, and sample of the work of machine.

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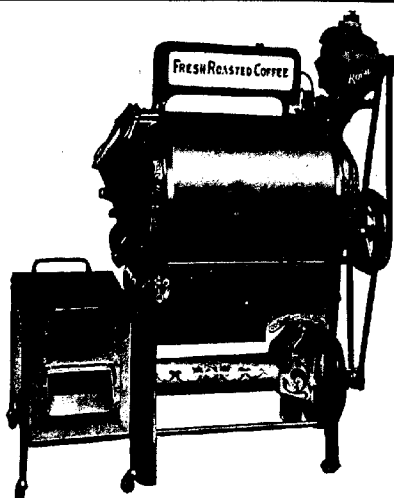
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Uses electric power, gas or gasoline heat.

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It requires no special knowledge. We maintain a **free service department**, in charge of a coffee expert, who will tell you where to buy green coffees at wholesale prices and how to roast, blend and advertise your goods. You will give your customers better coffee and the Royal will draw new business.

A **Royal System** installed in your store window will be the best advertisement of your coffee department.

Write today for our convenient monthly payment plan, whereby the Royal will pay for itself out of the extra profits it will bring you.

We have openings for a few live salesmen.

THE ROYAL SYSTEM MEANS MORE MONEY FROM YOUR COFFEE DEPARTMENT

5 to 10 cents more per pound—Figure it out on your present business, then *double your business*—sure result of installing a Royal System.

THEN STEEL CUT IT

In the Royal Mill, giving the most uniform granulation known to the coffee trade, or a perfect pulverization. Royal Steel Cutting means more cups to the pound, and of better coffee—with the bitter flavor left out. The **Royal System** is the best business builder. It is working today for thousands of progressive merchants. **WRITE US TODAY** for free catalogue, full details and our free Service Plan.

If interested, ask about our Royal Peanut Butter Machine.

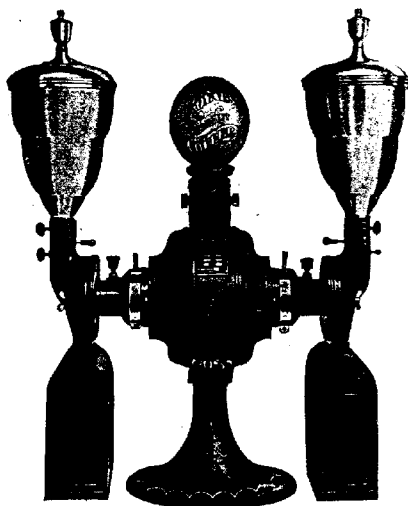
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In The World

THE A. J. DEER COMPANY Inc.,

1127 West Street,
HORNELL, N. Y., U. S. A.



No. 77 Royal Electric Mill.

THE TEA & COFFEE TRADE JOURNAL

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No. 5

WHO'S WHO IN THE TRADE



FRANK S. EASTY

Manager, G. Washington Coffee Sales Company, New York

(See Page 448)

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TRANSMISSION POLE AND GROUP OF COFFEE TREES



REVOLVING DRUM FOR DRYING COFFEE BERRIES



ELECTRIC DRIVEN RETRILLA OR COFFEE HULLER



METHOD EMPLOYED IN MOUNTING THE MACHINES

HARNESSING ELECTRIC POWER TO COFFEE PRODUCTION

ELECTRICITY ON A COFFEE FINCA

¶ Following an introductory account of primitive labor and transportation conditions in Guatemala, the author tells of both the old and new power plants on Finca Ona, one of the largest coffee estates in Central America. ¶ The recent hydro-electric installation on this plantation is described in detail, as are also the processes of preparing coffee for market with the aid of electric motors. ¶ The substitution of electricity for steam and rope drive marks an epoch in the history of the Guatemalan coffee industry.*

By J. H. TORRENS

GUATEMALA is the largest, the most thickly populated, and probably the furthest developed of any of the Central American republics. Although more than the usual quota of tropical products are raised there, the industry of coffee growing is one of paramount importance.

Before entering into a description of the hydro-electric installation that will be considered, a few remarks concerning the geography of Guatemala and the conditions existing there will be of educational service in presenting a conception of the great and practically unentered field of coffee plantation electrification.

American capital is responsible for the railways which connect Puerto Barrios of the east with the capital, Guatemala City, and with San Jose and Ocas on the Pacific Coast. The Pan-American Railroad makes it possible to travel by rail from New York City to the capital of Guatemala, its annual production being about

at altitudes of from 2,000 to 4,000 feet, are some of the world's best coffee plantations. The climate in that section is particularly suited to coffee growing. The Finca Ona, which is situated in that vicinity, is one of the largest in Guatemala, its annual production being about 1,000,000 pounds.

The owners of this estate recently decided to adopt electric drive for the various machines used in preparing coffee for the market; and, as the conditions on this plantation may be considered to be typical of others throughout the coffee-growing districts, a description of its electrification should prove interesting to the coffee planter, to the manufacturer of coffee-milling apparatus, and to the electrical engineer as well.

WATERWHEEL AND ROPE DRIVE OLD METHOD

The original source of power for the plantation was a Pelton waterwheel, for which it was necessary to bring water a distance of nine miles in a ditch. The difficulties which arose in the wet season from this method of water supply can be easily imagined.

The power generated by the waterwheel was then transmitted 600 feet by a rope drive. Two steam engines, one of 25 horsepower and the other 60 horsepower, supplemented the waterwheel. The extremely difficult conditions of transportation from the railroad 30 miles away rendered the cost of imported fuel almost prohibitive, while the practice that had cleared all timber from valuable coffee lands made wood for fuel quite scarce. Consequently, power generated by steam was very expensive.

THE NEW ELECTRIC GENERATING STATION

A site at a convenient waterfall, which was about a mile from the factory, was chosen for the location of the electric generating station. From there the power is transmitted to the various motors and lights.

\$60,000,000 EUROPEAN CAPITAL IN COFFEE

The commerce of the country is largely under the control of European countries; and it is said their investments in coffee plantations alone amount to about \$60,000,000, while they own as much as 85 per cent of the coffee estates.

The primitiveness of the transportation facilities will be easily comprehended when it is considered that most of the freight is carried on the backs of Indian porters. These bearers will jog along easily at a five-mile-an-hour pace with a pack of 150 pounds and are capable of managing packs weighing as much as 200 pounds. The work on the coffee plantations is carried on by native Indians, and these receive about eleven cents a day for their labor.

FINCA ONA PRODUCES MILLION POUNDS YEARLY

Located in the western part of the country, among the foothills of the Sierra Madre Range,

*By Courtesy of the *General Electric Review*.

The hydraulic development was designed for about 500 cubic feet of water per minute at an effective head of 270 feet, through 780 feet of 18-inch pipe, to two Pelton waterwheels mounted on same shaft and rated at 230 horsepower, 450 revolutions per minute. A Pelton self-contained, oil-pressure governor regulates the speed by the deflecting-hood method.



OLD ROPE DRIVE TRANSMISSION ON FINCA ONA, GUATEMALA

The electrical apparatus in the powerhouse consists primarily of one revolving-field, 16-pole, 150-kv-a., 450 revolutions per minute, 2,300-volt alternator direct-coupled to the waterwheel. The exciter is mounted on the same shaft. Frequent earthquakes make it imperative to mount the machines in a very substantial manner on heavy stone and cement foundations. All wiring is carried in conduit to a blue Vermont marble switchboard mounted on standard pipe framework. There are two feeder panels, one supplying 120 kw. at 2,300 volts to the main factory over a transmission line about a mile long, the other supplying a branch factory about one-half mile away with 15 kw. at 2,300 volts. Both lines are thoroughly protected from lightning: first, by a well-grounded barbed-wire running from pole-top to pole-top throughout the entire distance; and, second, at both ends by the latest type of aluminum-cell electrolytic lightning arresters. For transmission poles, 35-pound iron nails 30 feet long were used. These were "footed" 5 feet in the ground in concrete.

At the factories the power is transformed to 220 volts for both motors and lights. All motors are of the three-phase squirrel-cage type, complete with starting compensators, and designed for a no-load speed of 600 revolutions per minute.

HULLING COFFEE BERRIES BY ELECTRICITY

To follow the coffee through the various processes in its preparation may be interesting as

well as illustrative of the application of the electric drive. A 20-horsepower induction motor drives a battery of peeling machines, to which the coffee berries are fed as they come from the trees. These machines remove the tough outside skin and separate the two berries, or halves, which then go to the fermentation tanks, where they remain in water for about 60 hours.

At the end of this time the thin membrane-like skin about the berries begins to loosen. All the good berries (those which float are the good) are taken out and placed in the sun on the "patio," where they are dried (by constant turning) to the extent that they cease to adhere to each other. This process requires several hours.

SEPARATE MOTORS FOR EACH PROCESS

After the berries are superficially dried in this manner they are placed in large sheet-iron cylinders, called "driers." Those at Ona are about 6 feet in diameter and 12 feet long, and through them steamheated air at about 60 degrees C. is forced by a blower. In these cylinders the coffee is continuously revolved at 15 revolutions per minute for 24 hours; this operation is a particular one and requires close attention. It leaves these drums perfectly dry and is then raised to the top of one ingenious machine which removes and carries away the hulls, polishes and cleans the berries. From here the coffee is carried to the classifying and separating machines, the better grades being further sorted by hand labor. Each drier, huller and separator has its own motor, the



HYDRO-ELECTRIC POWER PLANT ON FINCA ONA, GUATEMALA

respective capacities being 10, 20 and 10 horsepower. All the starters are conveniently grouped near the main switchboard, where each motor has also an ammeter.

ELECTRIC WATER PUMP AND ICE MACHINE. Among other useful motor applications the

tion might be mentioned a 15-horsepower motor, direct-gearred to a Gould's triplex pump, which raises water 186 feet for general use. The motor is operated also from the main power board. It is only necessary to visit the pump from time to time to see that the bearings are properly lubricated. A 2-horsepower motor, which drives an ice machine, is another valuable adjunct.

PRIMITIVE METHODS OF TRANSPORTATION

All the electrical apparatus is three-phase, 60-cycle, and was manufactured in America. Because of the crude and primitive methods by which the apparatus would have to be transported, it was necessary that the design employed one that would permit of the apparatus being conveniently dismantled and, in addition, limit the maximum weight of a single piece to 1,500 pounds. Transportation part of the way was carried on by teams of bulls hauling a crude cart, which was arranged so that when its two rear wheels were removed, the rear half rested on a pair of sled runners. These latter were used to secure a braking action on the steep down grades. In other places the apparatus was carried on the backs of Indians. Thirty men carried a 40-kw. transformer weighing 1,500 pounds in this manner.

The best construction possible was used throughout, and the work of installing all the apparatus was carried to completion in about three months.

FINCA ONA ELECTRIFICATION UNIQUE

The electrification holds a rather unique position, as it is one of the first installations of American apparatus in that country where European apparatus and interests predominate. It is also the first electrification of a coffee plantation of importance and is, consequently, being closely watched.

Undoubtedly the continuance of the unusually successful operation already enjoyed by this plantation, since its electrification, will induce other coffee growers to duplicate the change on their plantations.

FRENCH BEET SUGAR CROP LOSS

The French beet sugar crop recently harvested totaled only 135,268 tons, as compared with 302,967 tons the previous year. In 1912-13, 978,838 tons were harvested. In Russia the beet sugar crop is expected to be larger than in 1914-15, and in the neighborhood of one and a half million tons will be harvested.

BRAZIL'S COFFEE AND CACAO

United States the Best Customer for Sao Paulo Coffee and Bahia Cacao—Bahia Coffee Exports Troubled—Santos Coffee Shipments for First Four Months of 1916 Declined \$13,000,000 in Value

THE State of Bahia, Brazil, is the second largest producing region of cacao in the world. Cacao formed 46 per cent of its total exports last year. This is the cacao-producing center of the country, having supplied 84 per cent of all the cacao exported from Brazil in 1915.

The size and values of the cacao crops of the State of Bahia during the last five years are shown in the following table:

BAHIA CACAO CROPS, 1911-15.

Years.	Bags of 132.28 Pounds.	Value on Bahia Market.
1911.....	539,135	\$5,074,014
1912.....	495,637	5,502,389
1913.....	451,357	5,591,283
1914.....	613,981	6,251,400
1915.....	694,218	8,296,000

The past cacao crop year, comprising the twelve months ended April 30, 1916, showed a production of about 850,000 bags, which was the largest crop in size and commanded the highest prices in Bahia's history. The opening price on the local market (not f. o. b.) in January, 1915, for the best quality, was 10 cents per pound, from which it rose gradually to its maximum during the year, 16 cents, towards the end of November. From this it fell slowly to 14 cents at the opening of 1916, and in June, 1916, to again around 10 cents. The quality of the past crop was, on the whole, very good.

The large increase in the crop is said to be the result of new plantations coming into bearing, rather than of the particularly favorable weather conditions during the past year. New planting is now going forward faster than ever, as a result of the large profits obtained in 1915, and there is every prospect that future crops will be even larger than the last.

DISTRIBUTION OF CACAO SHIPMENTS

The accompanying table shows, in bags of 132.28 pounds, the destinations to which Bahia cacao was shipped in the calendar years 1913, 1914 and 1915.

The increase in exports to Northern Europe is attributed to the fact that those countries last

year imported direct instead of buying through Hamburg, as before the war, and because, in the opinion of many, much of the cacao sent to them consisted of transit shipments destined for Central European countries.

BAHIA CACAO EXPORTS, 1913-15.

Exported To	1913	1914	1915
	<i>Bags</i>	<i>Bags</i>	<i>Bags</i>
United States.....	172,082	186,139	231,182
Germany.....	41,127	100,447
Great Britain.....	172,333	194,256	133,858
France.....	55,168	69,450	90,120
Netherlands.....	2,000	7,800	73,512
Denmark.....	32,871	54,697
Norway.....	3,000	18,103
Sweden.....	36,145
Italy.....	5,525	3,050	18,288
Other States of Brazil.....	7,640	13,149	20,387
Other countries in America.....	17,990	11,425	17,919
All other countries.....	100	1,950	7
Total.....	473,965	623,537	694,218

BAHIA COFFEE EXPORTS TREBLED

Coffee exports during the twelve months of 1915 were the largest for many years, amounting to almost treble those in 1914 and selling at about the same average price per bag. The shipments in 1915 amounted to 229,529 bags of 132.28 pounds, valued at \$1,549,239, and in 1914 to 89,482 bags, valued at \$739,355 (local market values). As with other exports, the increase in value in milreis was much greater than appears in gold, owing to the lower exchange value of Brazilian currency last year. The exports of Bahia coffee in bags of 132.28 pounds during the last two years are shown in the accompanying table.

BAHIA COFFEE EXPORTS, 1913-15.

Exported To	1913	1914	1915
	<i>Bags</i>	<i>Bags</i>	<i>Bags</i>
Other States in Brazil.....	8,009	7,551	23,888
United States.....	4	5,264	14,281
France.....	51,354	62,063	174,612
Italy.....	15,471	2,806	6,526
Germany.....	14,906	2,160
Austria.....	7,002	2,622
All other countries.....	729	7,016	10,222
Total.....	98,478	89,482	229,529

As the crop season begins in July and runs into the following year, and does not, therefore, coincide with the calendar year, an idea of the sizes of the crops is not conveyed by the statistics earlier given. The 1914-15 crop amounted to 132,000 bags of 132.28 pounds each, as against 94,000 bags in 1913-14; while the last crop, 1915-16, totaled 225,000 bags.

COFFEE EXPORTS FROM SANTOS

The total value of exports from Santos in 1915 was \$117,250,975, as compared with \$104,708,841 in 1914, an increase of \$12,542,114. Of this \$117,250,975 \$113,424,079 represented coffee shipments, \$289,340 cacao exports. Coffee exports from the State of Sao Paulo in 1915 were \$114,452,000. Coffee valued at \$63,055,465 was shipped to the United States in 1915. In 1914 the coffee exported to this country was valued at \$52,848,841.

Exportation was greatly hindered by lack of shipping facilities, but, in spite of the shortage of available tonnage, coffee shipments were very satisfactory, the available stock on hand on Jan. 30, 1915, being 100,000 bags less than that of the corresponding date of the preceding year. Toward the latter part of the year, however, the shortage of available ships became more marked and coffee freights reached the high figure of \$2 per bag of 132 pounds from Santos to New York. The tonnage available for exportation in 1915 decreased by 36 per cent.

EXPORTS FROM SANTOS, JAN.-APR., 1915-16

Exported To	JANUARY-APRIL	
	1915	1916
United States.....	\$16,892,133	\$13,728,247
Argentina.....	552,970	700,000
Denmark.....	807,806	712,011
France.....	7,599,233	7,197,198
Great Britain.....	1,665,596	1,562,529
Holland.....	9,448,971	1,919,284
Italy.....	1,401,770	3,500,000
Norway.....	597,863	569,500
Spain.....	591,515	462,364
Sweden.....	4,291,342	1,738,841
Other countries.....	577,725	306,050
Total.....	\$44,426,524	\$32,150,196

\$13,000,000 DECLINE IN VALUE

For the four months, January to April, 1916, coffee exported from Santos declined about \$13,000,000 in value as compared with the same period in 1915. The total for this period was \$30,999,807, whereas last year the value was \$43,937,726.

UNITED STATES THE PORT'S BEST CUSTOMER

Notwithstanding a falling off of more than \$3,000,000 in the value of its purchases from Santos, the United States remained the port's best customer, whereas Holland dropped from second to fourth place, France rose from third to second, Sweden dropped from fourth to fifth, Great Britain from fifth to sixth, and Italy rose from sixth to third place. The value of the exports from the port of Santos to these countries

Principal destinations is shown in the accompanying table.

CAMBODIA COFFEE AND CACAO EXPORTS

Campanco, the soundest financially and most prosperous State in Brazil, produces more cotton than any other agricultural commodity. The value of her coffee exports in 1915, including shipments from Natal, was \$256,495, as against \$278,800 in 1914. Cacao shipments in 1915 were valued at \$45,570. The United States took only a small portion of each crop.

CACAO AND BRAZIL NUTS FROM PARA

Prices of Brazil nuts in Para kept up to the general average during 1915, but the supply was considerably less than in the preceding year. Exports were valued at \$418,765, as against \$769,590 in 1914.

About two-thirds of the total production of nuts in this district went to Europe last year, when the total value of the exports was \$879,088, as compared with \$622,430 in 1914. Prices were much higher than during 1914, but a strong downward tendency was recently witnessed. The production in 1915 was smaller than that of the year before, on account of the heavy rainfall.

In 1915 the United States bought \$323,130 worth of cacao from Para and \$48,239 worth from Manaos. Brazil nuts to the value of \$307,516 were shipped from Para to this country, and \$369,54 worth from Manaos. In 1914 the value of Brazil nuts exported to the United States was more than double this amount.

JAPAN'S 1915-6 TEA EXPORTS

The Yokohama and Tokyo Foreign Board of Trade has prepared statistics of the export of tea from Japan to the United States and Canada for the season of 1915-16, including dates of shipments, names of vessels, quantities from Yokohama and Shimidzu, and those from Kobe, the quantities delivered at four destinations (New York and the East, Chicago and the West, San Francisco and the Pacific Coast and Canada), and the total exports from Japan in each cargo, for the entire period.

The total for the period from May 1, 1915, to April 30, 1916, was 39,311,195 pounds, compared with 33,783,990 pounds in the period from May 1, 1914, to April 30, 1915, an increase of 5,527,205 pounds. The total for the past year includes, besides those mentioned, shipments from Yokohama to the United States amounting to 2,075,686 pounds, and to Canada amounting to 263,755 pounds.

FOOCHOW TEA TRADE IN 1916

High Freight Charges and Unfavorable Exchange Rates Have Spoiled This Season's Business Largely—Exports Increase About 100 Per Cent

By ALBERT W. PONTIUS
Foochow, China.

AT the commencement of 1916 there were on hand in Foochow about 30,000 half chests of congou, 5,000 half chests of sonchong, and 53,000 half chests of oolong tea, as against none a year previous. (Half chest equals 44 to 53 pounds.) With the exception of some 15,000 half chests of oolong, practically all of the stocks were cleared off by the end of May. Almost all of the oolong is shipped to the United States.

New teas of the first crop appeared in June, the season being late. The total arrivals showed that an increased yield of 20 per cent in the first crop was had in comparison with the yield of the preceding year. The market opened with the high prices of last year, but soon dropped to the normal standard of two years ago.

STOCKS OF PEKOES AND OOLONGS SMALL

The second crop proved more or less of a failure in the yield, and the third crop will likewise prove very short. The total yield of the first and second crops will be 50,000 half chests less than last year. The total stocks to date are 68,000 half chests of congous and 33,000 half chests of souchongs. Stocks of pekoes are small. Oolongs come with the third crop, and, as already mentioned, the yield for the present season will not be large.

High freight charges and unfavorable exchange rates have spoiled the trade for the present season's teas to a large extent. Comparing prevailing freights with those of a year ago, the rate to Australia advanced from 37s. 6d. to 54s. (from \$9.10 to \$13.15); to London, from 70s. to 110s. (from \$17 to \$26.75); and to New York, from 60s. to 70s. (from \$14.60 to \$17). A sudden scarcity of shipping in July soon sent the rate to New York to 120s. (\$29.20), but the rate has again dropped to 70s.

Having reference only to the quantity of tea (of both old and new crops) shipped during the first seven months of 1916, it is evident that cargoes showed an actual increase of about 100 per cent. Some 8,000,000 pounds of black tea and 2,800,000 pounds of green tea were exported from Foochow in the first half of the current year.

RECORD COFFEE CARGOES

Steamships *American* and *Santa Cecilia* Arrive at New York with Two of the Largest Consignments from Rio and Santos—Steamship *Bjornstjerne Bjornson* Still Holds the Record with 136,424 Bags

SINCE the outbreak of the European war there has been an unusual demand for neutral bottoms in which to transport coffees from Rio, Santos and Victoria, and the size of the coffee cargoes carried on each steamer has grown enormously. It is now rather a common occurrence for neutral ships to arrive at New York with individual cargoes of 75,000 to 90,000 bags.

On October 23 the steamship *American*, of the United States & Brazil Steamship Company, flying the American flag, arrived from Santos and Rio de Janeiro with a cargo consisting of 124,242 bags of coffee, valued at \$1,500,000. The freight rate was \$1.60 per bag, as against 50 cents per bag three years ago. The increase was due to the fact that the coffee came in a neutral bottom, and the risk of being sunk or captured by a belligerent warship was correspondingly less than if the cargo had been carried in a vessel owned in one of the countries at war.

Two days previous the Norwegian steamer *Wagana* arrived from Rio, Santos and Victoria, bringing a coffee cargo of 105,650 bags, of which 68,877 were consigned to Arbuckle Bros., New York, and the remainder to various American coffee importers and roasters.

The steamship *Santa Cecilia*, owned by W. R. Grace & Co., also flying the American flag, arrived in New York on November 2, with a cargo of 105,500 bags of coffee from Santos, consigned to W. R. Grace & Co., who claim that this is the largest coffee cargo ever consigned to a single jobber in the United States.

What was undoubtedly the largest cargo of coffee ever received in the United States from Brazil—and probably the largest coffee cargo ever borne by an ocean carrier—was that unloaded at New York on November 17, 1915, from the steamship *Bjornstjerne Bjornson*, which brought from Santos 136,424 bags of coffee. The next largest single shipment was received from the steamship *Rossetti*, of the Lamport & Holt Line, which arrived from Santos in December, 1900, carrying in her hold 125,918 sacks of coffee consigned to Busk & Jevons, now Busk & Daniels. The weight of this cargo was estimated at 10,000 tons. On March 29, 1900, when the steamship *Penrith*

Castle, owned by J. Chambers & Co., Liverpool, arrived at New York with a cargo of coffee from Santos amounting to 85,884 bags, consigned to Arbuckle Bros. and others, it was considered a record shipment, but within the last two years this amount has been duplicated and passed many times.

Here are some of the big cargoes of coffee which the port of New York has received from Brazil in addition to those mentioned above:

November 21, 1900, steamship *Cervantes*, from Santos, 90,537 bags; February 8, 1915, steamship *California*, from Rio, Santos and Victoria, 100,402 bags; February 25, 1915, steamship *Royal Sceptre*, from Santos, 93,060 bags; March 1, 1915, steamship *Wascana*, from Rio and Santos, 108,781 bags; March 20, 1915, steamship *American*, from Rio, Santos and Victoria, 109,652 bags; September 7, 1915, steamship *Rio Blanco*, from Santos, 93,750 bags; October 4, 1915, steamship *Royal Sceptre*, from Santos, 92,500 bags; October 11, 1915, steamship *Melderskin*, from Santos, 93,398 bags; October 13, 1915, steamship *Rio Verde*, from Santos, 91,430 bags; December 24, 1915, steamship *Rio Blanco*, from Santos, 90,944 bags; April 20, 1916, steamship *Rio Blanco*, from Santos, 91,978 bags; August 28, 1916, steamship *Rio Blanco*, from Rio and Santos, 91,760 bags; September 16, 1916, steamship *Rio Verde*, from Santos, 91,874 bags.

"BOMBAY CAPSICUM"

Yearly Crop of South India 8,000,000 Pounds—
Madras Presidency the Largest Producer

BY LUCIEN MEMMINGER
Madras, India.

MADRAS Presidency is by far the largest producer of chillies (red pepper) in India proper, followed ordinarily by Bengal and the Punjab. The area devoted to this culture cannot be stated definitely, as the plants are most frequently raised as borders to fields or as lines through fields. In eastern and northern Bengal, however, capsicum becomes a regular field crop. In the Madras Presidency chillies are raised for commercial purposes principally at Guntur, Lohore, Erode, Salem and Ongole, where the plant thrives best in irrigated lands. The commonest form is the *Capsicum annum*, to which the Japanese, Bombay and other long capsicums belong. The surplus crop of chillies, or that not used for domestic consumption in the fresh state, is dried and exported.

The name "Bombay capsicum" has been used for

nearly all red pepper exported from the coast, even though the product may have been raised in the Madras Presidency. This variety is 2 or 3 inches long, with a thick skin and a strong stem. It is usually the cheapest grade available for grinding and, when bright-red, the pods are secured, will produce a good-colored powder of considerable strength. The Bombay mixture is mixed with Mombessa and other grades of chillies by many grinders to produce a good ground red pepper at a moderate price.

The exports from Madras to the United States during the six months ended June 30, 1916, aggregated 64,960 pounds, valued at \$9,125. The exports to all countries in the fiscal year ended March 31, 1916, totaled 8,050,911 pounds, valued at \$496,707. The yearly crop in South India is estimated at about 8,000,000 pounds. In India red pepper is much used as an ingredient in all curries and many other food preparations by every class of the community. In Bengal an extract of the consistency of treacle is regularly prepared and sold. The green fruits are pickled or cooked fresh with special dishes and even eaten raw.

COFFEE 70 CENTS POUND IN ITALY

A recent cable from Rome states that coffee is retailing at 50 cents to 70 cents a pound in Italy. Sugar is selling at 20 cents a pound.

DOMINICAN COFFEE AND CACAO

Among the principal products of the Dominican Republic are coffee and cacao. The accompanying table shows the quantities and value of these products exported in 1913, 1914 and 1915, and the countries to which they were sent:

DOMINICAN CACAO AND COFFEE EXPORTS, 1913-15.

PRODUCTS AND DESTINATION.	1913.		1914.		1915.	
	Quantity.	Value.	Quantity.	Value.	Quantity.	Value.
CACAO.						
	<i>Kilos.</i>	<i>\$</i>	<i>Kilos.</i>	<i>\$</i>	<i>Kilos.</i>	<i>\$</i>
United States.....	12,868,952	2,774,670	18,829,837	3,515,026	19,822,049	4,799,195
United Kingdom.....	8,424	2,432	9,520	5,712	11,581	3,406
Germany.....	3,295,178	675,233	1,113,649	224,339	27,638	2,764
France.....	3,295,327	666,948	761,740	146,852	307,695	45,093
Italy.....			3,988	782	10,065	3,500
Spain.....			2,561	544		803
Porto Rico.....			23,202	3,234	38,376	9,053
Other countries.....	2,946	627				
Total.....	19,470,827	4,119,955	20,744,517	3,896,489	20,223,023	4,863,754
COFFEE.						
United States.....	229,727	56,545	865,640	159,118	1,663,672	303,696
United Kingdom.....	300	80	5,950	1,113	117,687	26,464
Germany.....	148,709	44,089	241,273	32,756	28,800	2,880
France.....	566,279	134,584	371,225	103,905	212,487	29,791
Italy.....	88,585	19,026	121,662	22,451	90,544	17,363
Spain.....	11,625	1,924	2,020	420	5,000	500
Porto Rico.....			8,000	1,600	61,075	8,475
Other countries.....	3,697	828	16,168	2,216	289,170	69,362
Total.....	1,048,922	257,076	1,831,938	345,579	2,468,435	458,431

COFFEE HOUSES FOR AMERICA

Lady Hope Would Open Them on the English Plan, Offering Inducements to Combat the Saloon Evil

WASHINGTON, D. C., Oct. 18, 1916.

LADY HOPE of England, who opened the first coffee house for workmen in England, is in Washington. She would like to start a similar movement in this country and begin right here in Washington. The first coffee house for workmen was opened in Surrey, England, twenty years ago, and to-day there are hundreds of them scattered through that country.

"The workman's coffee house of England opens the door of opportunity for a higher moral life and a higher standard of living," said Lady Hope, at the Willard, to a reporter for the *Washington Post*. "I quickly realized when I conceived the idea of starting a movement to better the condition of the English workman that I would have to offer something in place of the usual haunts of the men. I saw a child once take up a knife in defiance of its mother. The mother offered the child a shining ball, and the child dropped the knife. That gave me an idea. The coffee house has provided a substitute for the saloon, as you call it in this country.

AN ATTRACTIVE SUBSTITUTE FOR THE SALOON

"The greatest trouble we have had in England is to get places large enough to accommodate the men. My first coffee house accommodated 600 persons, and I could have had twice that number if I had had room for them. The purpose of the coffee house is to provide an attractive place for the workmen after their day's labor

where they will not be tempted by alcohol. We give them coffee for a small stim, a pence or halfpenny, and food proportionately. Where we have rooms we furnish them for from 6 to 8 shillings a week, and they are never vacant. These coffee houses are self-sustaining institutions, and not only that, they pay a fair interest on the investment. Many of our wealthy men and women of England have started coffee houses, until now there are hundreds of them. I only wish I could start the movement in America."

ARGENTINA TO GROW MATE

To Offset Loss of This Trade, Brazil Hopes to Introduce Yerba Mate Into the United States on a Large Scale

By ALFRED L. M. GOTTSCHALK
Rio de Janeiro

NOT a little alarm is manifested here over the report reaching this country to the effect that Argentina proposes to encourage the planting of the herb known as Yerba maté (Paraguay tea).

Until now practically the monopoly of this product has been with Brazil, whose Southern States grow this particular crop in large quantities. Curytiba (State of Parana) is the center of the trade, and exports through its port of Paranaguá. Argentina has been a profitable consumer of the product until now.

The drinking of maté has hitherto been confined almost wholly to Brazil, Argentina and Uruguay, with a little consumption in Chile. In some of the other Latin Americans there is a belief in the remedial (tonic) properties of the herb, and it is occasionally to be seen there, but only as a pharmaceutical product.

Notwithstanding all that has been written and printed in Brazil concerning the headway which maté was making in Europe as a popular beverage, and the effort made to encourage its exportation, there is no evidence that the product has thus far achieved anything further than a limited and entirely local demand, and this only in the Southern portion of this continent.

POSSIBILITIES OF THE AMERICAN MARKET

Considerable dissemination has been given here to a report transmitted by the Brazilian Consul-General at New York City regarding the possibilities of introducing maté on a large scale into the United States. The American market has never known much of the maté, except perhaps as a pharmaceutical product. Its imports of the herb have never been large, amounting to 9 tons in all in 1914 and to only 1 ton in 1915.

The exports of Yerba maté from Brazil during the past two years were as follows:

YERBA MATE EXPORTS FROM BRAZIL FOR 1914 AND 1915

Country.	1914		1915	
	Metric Tons. (2204.6 lbs.)	Value.	Metric Tons. (2204.6 lbs.)	Value.
Total.....	59,354	\$8,037,025	75,885	\$8,600,000
United States.....	9	1,471	1	100
Argentina.....	44,381	6,032,232	58,617	6,081,400
Uruguay.....	12,576	1,730,769	14,071	1,600,000
Chile.....	2,227	243,158	3,145	300,000

THE "COFFEE" BERLIN DRINKS

A writer in the Berlin *Lokal-Anzeiger* recently described his experience with a wartime cup of "coffee" served to him in a café situated in the German capital. The account goes to show to what straits even the better class of Berlin restaurants have been reduced by the food blockade of the Allies:

"We enter the precincts of one of the most elegant cafés and order coffee. The waiter places before us an inky black liquid. Milk? There is none. Sugar? There is none. Saccharin? There never was any! Eventually we decide to swallow a mouthful of the unappetizing-looking black fluid. It is all we are able to swallow, for it is much too nauseous. The position is then explained to us. It appears that there is no coffee obtainable in the empire. The decoction offered to us was distilled from a number of scientifically prepared compounds the very names of which are sufficient to make one sick. The only reminder of the coffee of other times came when the bill was presented for payment. This was the greatest surprise of all! Instead of paying a few pfennigs for the beastly mixture we were charged considerably more than was asked for the very best coffee before the war, when one was also allowed a discreet quantity of milk and an indiscreet amount of sugar."

AMERICAN CHAMBER IN CHINA

The American Chamber of Commerce of China organized more than a year ago, is about to take up trade promotion and extension work. All American firms and individuals in China are operating in carrying out the plans of the Chamber. Two members of the executive committee representing Chinese branches of American tea importing houses, are N. T. Saunders, of George H. Macy & Co., and P. F. Wisner, of P. F. Wisner & Co.

THE PRACTICAL COFFEE ROASTER

¶ A department discussing coffee-roasting problems and matters of timely interest to wholesale coffee roasters, with all the news of the field. Subscribers' questions of general trade interest will be answered here free of charge.

TALKS TO COFFEE BUYERS

A Series of Discussions of Coffee Problems Designed to be Helpful to Wholesale and Retail Coffee Distributors

By WILLIAM B. HARRIS
Coffee Expert, U. S. Department of Agriculture, New York.

No. 4—MEETING PEDLER AND CHAIN STORE COMPETITION

THE retail dealer for the past few years has had to contend with an element in business that is causing serious concern in many directions. This is pedler and chain store competition. How to meet these new selling forces is a difficult problem to solve. We must admit that the pedler, wagon route and mail order business is here to stay, and also that chain stores will without question increase in number.

Will the grocer let these factors gradually take his tea and coffee business, or will he awake to the situation and meet these conditions with the right sort of selling arguments? The most natural questions to be asked at the outset is why the chain store and the pedler are able to get hold of the volume of coffee and tea business that they do, for it will be conceded without very much argument that they do not, taken as a whole, offer to the consumer a high grade of merchandise.

RETAIL GROCER WEAK IN SALESMANSHIP

The first element in the proposition is sales energy or salesmanship, and this has been for many years a weak feature of the business of the retail grocer. He is not a salesman and hasn't taken enough interest in his business to become one. As a class he has been perfectly willing to drift and simply put up such orders as he may have received from his regular customers. The nearest approach that he makes to salesmanship is a slight effort in the way of display, particularly in connection with green groceries.

Another element acting against his sales is the fact that he has ordered in too large volume and stocked his shelves with too many brands to use them move rapidly enough to be fairly fresh when sold. The chain store and the pedler, on the other hand, although they put out as a rule

a cheaper grade of merchandise, confine themselves to a few lines, securing supplies for a few days, or at most a week, so that the coffees sold are fairly fresh when delivered to the consumer. A lower-priced blend of coffee freshly roasted will often give very much better results than a high-priced brand that has been standing on the grocer's shelves for a month or more.

GROCER DEMANDS TOO MUCH PROFIT ON COFFEE

Another serious error of the retail merchant is in attempting to make his coffee and tea department stand the lack of profit that there is in some of the other items he is forced to sell. In order to do this, the coffees and teas he has offered have carried a percentage of profit that has been out of all proportion, and as a result he is not giving to his customers the value that they should expect to receive. Consequently, they have been able to get from the pedler the same grade of merchandise, freshly roasted, plus a premium, or from the chain store the same grade of merchandise, freshly roasted, at less money.

There are, undoubtedly, other elements entering into the situation, but the above are the principal causes for trouble and they are the principal factors that the grocer must endeavor to overcome if he expects to retain his coffee and tea business and, with it, the sale of other merchandise.

It has been stated, after some considerable investigation, that 90 per cent of the regular customers of the retail dealer are held to the store by their purchases of coffee and tea. In other words, if the dealer has the coffee and tea trade of a family, he will retain the bulk of the grocery orders of that family; whereas, if the coffees and teas are purchased from the pedler or chain store, the balance of the order will shift, sometimes being secured from one dealer and at other times from another. It is, therefore, important that the retail dealer should consider the situation carefully and make a study of his coffee and tea department.

HOW THE RETAILER CAN SOLVE THE PROBLEM

In the first place, instead of waiting for the customer to ask for these items, he must have

them ready to offer; must have a brand, his own if possible, that he has confidence in and that he can recommend; and his greatest effort must be placed upon the sale of this particular brand. He should give up offering coffee at a price and concentrate his efforts upon establishing the brand name in the mind of the consumer. His coffees must be artistically displayed and the display should be changed frequently, with a remonstrance occasionally, if this is found possible. He must make up his mind to have his coffees properly roasted, to have them freshly roasted; and instead of carrying numerous brands on his shelves that are uncalled for, he should cut many of these package coffees out altogether and confine himself to lines that move promptly. His bulk coffees, on the other hand, should be secured in such quantity that they will be promptly disposed of.

Next, as to the matter of profit. His selling efforts should be made not on the lowest-priced blend, but on a grade of merchandise that can be recommended for cup merit. Other brands should be carried at prices below the principal seller, and there should also be one blend at a higher price. The margin of profit can be figured so as to be satisfactory without being excessive. The consumer paying 30 cents to 35 cents for a blend of coffee should be given something better than a coffee costing the retail dealer 17, 18 to 19 cents. Coffees costing these prices should be sold below 30 cents, somewhere around 25 cents. A brand of coffee should not be expected to carry in excess of 25 per cent profit.

BEATING THE CHAIN STORE AT ITS OWN GAME

If the chain store is located in the neighborhood of the retail dealer, and the former is selling a coffee at 20 cents, there is absolutely no reason why the retail grocer should not have a special at that price to be sold for cash only, rather than to let the customer go to the chain store, where she is very likely to complete her purchases in other directions. The chain store sells for cash, and the retail dealer can do the same thing where he offers merchandise at the same price. If there is only three cents a pound profit in a 20-cent seller he can very well afford, where the sale is rung up and a cash transaction registered, to turn a bag of coffee at this figure. When the 100 pounds have been disposed of he has \$3 profit, he has the cash for his next order, and he has kept his customers. These customers, it should be remembered, will in many cases have secured merchandise from him for which they will pay cash, together with the coffee item. This will mean, in the end, a larger

percentage of cash sales; and it will be remembered that cash transactions, with a corresponding lessening of expense, are the mainspring of the business of the chain stores.

THE COLOR OF THE ROAST

When Roasted to a Rich Cinnamon Brown, the Bean and Cup Characteristics Are Developed.

BY R. C. WILHELM
New York.

THE constant problem of the coffee merchant is to maintain standards in uniformity. The fallacy that this could be accomplished by matching types in green style is now becoming well known. Next in importance to following and properly combining cup characteristics is uniformity of roasts. If too light, the bean is not fully developed and the fiber cells not expanded for the release of the volatile oils, whereas, if roasting is carried too far the aroma and acidity are reduced or destroyed, the oils are "started" and partly driven off, the coffee soon "sweats," becomes rancid, tough and hard to grind. To the frequent question as to whether we advocate light or dark roasts, we ask the inquirer whether he prefers under-ripe fruit or that which is over-ripe. For normal distribution there is one proper degree of roast—rich cinnamon brown. At this point full development of both bean and cup characteristics are gained. A dark roast produces only bitterness, and bitterness is not body.

Twenty years ago I owned a coffee farm in Central America. That farm recalls the story of the fellow who caught a wildcat and wanted some one to "help him let it go." Remonstrating one day at the custom of roasting to the point where a handful of coffee could be crushed to powdery charcoal, actual incineration, the native, with a shrug of the shoulder, replied, "We roasted coffee before your country was born." A beverage to rival such "consommé" could only be produced from charred match-ends. Even in Arabia, the country of coffee's origin, they roast to carbonization, after which the coffee is pulverized and then served about equal parts liquid and grounds to which is sometimes added attar-of-rose. After stirring it well the native gets on the outside of this concoction, grounds and all, with apparent gusto. Coffee soup! Degree of roast is, it has been supposed, a matter of geography—but it is one of education.

Coffees for soon consumption stand the full cinnamon limit, but those for distribution are a

area, where they sometimes stand in grocers' racks for weeks before being placed in consumption, are better preserved when roasted a shade darker, as deterioration is rapid in full-roasted coffee. In making color comparisons the coffees should be finely ground and a spoonful of each placed upon glass over blue paper. They may then be flattened, squared and edged, like the adjoining squares of a checker-board. With one's back to the light and the coffees held almost to the level of the eyes, even half or quarter shade variations may readily be distinguished.

AROMATIC OILS KEEP BEST IN LIGHT ROASTS

It is a growing belief that in roasts of shorter duration the largest percentage of the aromatic properties is retained. A slow roast has the effect of baking and does not give full development; also, slow roasts seldom produce bright roasts, and they usually make the coffee hard instead of brittle, even when the color standard has been attained. While coffees of widely varying degrees of moisture require somewhat different treatment, the consensus of opinion is that the best results are from a slower fire at the beginning, until some of the moisture has been driven off, when the stronger application of heat may be given for development. An intense heat in the beginning often results in "tipping," charring the little germ at the end, the most sensitive part of the bean.

Scorched beans are due to their being caught at some point in the cylinder, often in a bent flange. Burning on one face, sometimes called "kissing the checks," is caused by the too rapid revolution of the cylinder so that some of the coffee "carries over." According to the best practice crowding of cylinders is avoided, many roasters making it a rule not to exceed 90 per cent of their rated capacity. Those operating gas roasters may effect a fuel economy by running a low grade coffee in the cylinder after the last roast has been drawn and the gas extinguished; five minutes' revolution absorbs the heat and drives off a proportion of moisture. The coffee, which may then be left in the cylinder, requires less time and fuel in the morning and the roast is finished while the cylinder is warming up. Double roasting brightens a roast, but it is to the detriment of the cup quality. A dull roasting coffee may be improved by re-roasting the green coffee in a cylinder without heat for twenty minutes, this having the effect of filling.

The use of a small amount of water upon roasts gives better control by checking the roast at the proper point—the crucial time of its greatest heat; also it swells and brightens the coffee, and tends to close the outer pores. While the addition

of water is open to abuse, I believe but very few roasters have soaked their coffees to offset the natural shrinkage 3 to 4 per cent. Such practice would result greatly to the detriment of the cup quality.

COFFEE MAKING, 8,000 FEET UP

Filtration and Boiling Tests in the Mountains of Yellowstone Park Show the Limit of Coffee Brewing Reached at 9,000 Feet Altitude

By W. H. ARBORN
New York

A CAMPING tour through Yellowstone Park last summer afforded such interesting experiences in the brewing of coffee at different altitudes that it was deemed fitting these experiences should be detailed for the readers of this journal. The outfit employed in the making of the coffee consisted of two 1-quart lard pails, a bag of unbleached muslin, and a good camp fire. The coffee used was a blend composed of 60 per cent Medellin (Bogota), 30 per cent old brown Colombian coffee, and 10 per cent of a fine cup Bourbon. The Colombian coffee was roasted to a full city roast; the Medellin (Bogota) and Santos were roasted a shade lighter. These coffees were blended after roasting and finely ground. A vacuum can of steel-cut, high-standard Pacific Coast coffee was also a part of the coffee maker's kit.

Beginning with an elevation of 5,000 feet, the ordinary filtrating process worked nicely, drawing out the full strength of the coffee. At 7,000 feet, with water boiling at 198 degrees, it became necessary to run through the water four times to get sufficient color to the brew. At 8,000 feet, water boiling at 197 degrees, even six filtrations would not give a deep color to the liquid. Boiling the coffee for a full five minutes, using the finely ground coffee, resulted in less color than the six filtrations secured. As a test the steel-cut processed coffee was tried out at both elevations, 7,000 feet and 8,000 feet; but, whether boiled or filtrated, with the coarser grinding and the lowered heat at which water boils at these altitudes, no results as to strength could be obtained. In fact, not until a return to an elevation of 4,500 feet could the steel-cut coffee be used to advantage. It is the writer's belief that at 9,000 feet altitude the limit is reached where anything approximating a real cup of coffee can be obtained.

NINE MINUTES TO BOIL AN EGG SOTO

The chef at one of the camping outfit companies made the statement that at 7,000 feet it re-

quired nearly nine minutes to boil an egg soft, as against two and one-half minutes in Iowa at sea level. The cook at the military post also claimed that beans which could be cooked soft in one day at sea level, at this point, at an elevation of 8,000 feet required three days, and then were not always as soft.

The interesting deduction the writer drew from this experience was to show that at sea level a loss of 14 degrees to 15 degrees of heat must materially affect the result in brewing coffee—just the difference between a simmering tea kettle and a boiling one. A much greater emphasis to housekeepers must be laid upon boiling water as a determining factor in the making of a good cup of coffee.

At the Grand Canyon water taken from two different sources produced such startling differences in the brew that they presented an interesting proposition. Water taken from a spring, when used in brewing coffee, resulted in a negative, flavorless liquid. Neither boiling nor filtering could change this result; while water taken from a faucet through a pipe 1,100 feet long, from an entirely different source, at once gave us the desired coffee flavor. This corroborates some elementary experiments made by the writer with water from various sources.

For instance, using a so-called acid-flavored Colombian coffee as a standard, water drawn from a pipe on Staten Island, as against water taken from the city supply of Plainfield, N. J., resulted in such marked differences in the flavor of the brew that it was noticeable to even the casual observer. The Plainfield water showed an alkalinity of 115, while the water from Staten Island showed chemically 88. The writer expected the higher alkalinity of the Plainfield water would reduce this so-called acidity, but to his astonishment repeated drawings simply proved the first test, namely, that the higher alkalinity accentuated the acidity. This, however, is neither the time nor place for the writer to note further results in experiments with different qualities of water on Santos coffee. The trade will find that variations in cup results do occur from variations in chemical differences in the water used. This fact may offer a solution for complaints, such as "the coffee shows no flavor," etc., that all coffee men will recognize familiarly. It could cause a blend drinking with a full flavor in one locality to flatten out in another. The end product of the writer's experiences confirms him in the opinion that the research work inaugurated by the Better Coffee Making Committee of the National Coffee Roasters' Association should be pushed to the limit.

THE N. C. R. A. CONVENTION

Interesting Program Arranged for Annual Gathering of Coffee Roasters at Atlantic City, November 14-17—Important Trade Problems to be Discussed—Non-Members Invited

PREPARATIONS are practically complete for the staging of the sixth annual convention of the National Coffee Roasters' Association to be held at the Marlborough-Blenheim Hotel, Atlantic City, N. J., November 14-17, 1916. This meeting promises to be of unusual interest and a large attendance is expected.

Although handicapped by the enforced absence of Secretary Toms, who recently met with a serious accident, referred to in another column, President Weir has everything in readiness and the members are looking forward to a profitable meeting.

Several speakers of prominence outside the trade are scheduled to address the business session, among them being L. J. Burnes, of the National City Bank, New York; Edward N. Hurley, chairman of the Federal Trade Commission, and Dr. Carl L. Alsberg, chief of the Bureau of Chemistry. William Bayne, Jr., president of the New York Coffee and Sugar Exchange, will talk on "Harmony of Trade Relations."

The annual banquet will be held on the evening of the second day of the convention, instead of the last day, as heretofore. Among the speakers for this occasion will be Dr. Domicio da Gama, United States Ambassador from Brazil; James F. Fielder, Governor of New Jersey, and Ex-Governor Edward C. Stokes, of New Jersey.

INTERESTING ENTERTAINMENT PROGRAM

The social side of the meeting has not been neglected, an interesting entertainment program being provided, which includes a golf tournament on the day prior to the opening of the convention, a theater party on the evening of the first day, to be followed by a supper, and there will be dancing on three different occasions. The complete program will be found elsewhere in this issue.

Two subjects of especial interest will be considered at this meeting, namely, the proposed national advertising campaign and the retail grocer problem. The committee of five, which was appointed by President Weir at the special convention held in Chicago, May 4, 1916, for helping the retail grocer regain his lost coffee trade, will submit its report on the afternoon of November 15. Three papers bearing on this subject will be read at this session, and the committee report will

followed by a general discussion. Many of the members consider this the greatest problem confronting the coffee roasting trade to-day, and it is certain that the entire subject will be thoroughly discussed, and, it is hoped, a solution found.

ADVERTISING PLAN TO BE CONSIDERED

The association voted at the St. Louis meeting in 1915 to conduct a national coffee advertising propaganda. At that time it was said that the campaign might get under way during the fall of 1916. Complications arose, however, which delayed the matter. The questions involved will be thrashed out at the forthcoming meeting, and President Weir states he believes it will be smooth sailing after the convention.

Mr. Weir has extended an invitation to non-member wholesale coffee roasters to attend this convention. He is anxious for every coffee roaster to share in the benefits of the convention, and naturally hopes that all eligible coffee roasters will be eventually enrolled as members of the organization. In a recent conversation with a representative of this paper, Mr. Weir stated that there are about 400 firms eligible for membership in the National Coffee Roasters' Association. He hopes ultimately to enroll at least 75 per cent of this number, few associations of this character having a larger percentage of membership, according to Mr. Weir. He points out that the membership now comprises over 200 coffee roasting concerns, including most of the larger houses.

COFFEE QUESTIONS ANSWERED

Replies to Subscribers Having Roasting Problems and Seeking Technical Information

By WILLIAM B. HARRIS

Coffee Expert, U. S. Department of Agriculture, New York.

THE following questions, having reference to matters which chiefly concern the readers of this department, are answered here as well as by personal letter because they touch upon topics of interest to coffee roasters generally:

ABOUT LOW-GRADE COFFEES

S. L. H., Somerset, Ky., writes: "Will you please inform me whether or not it is true that the United States is the only country that allows lower grade of coffee than a No. 6 Rio into it?"

The statement appears to be incorrect. Shipments of low-grade coffee have been refused here and forwarded to Canada, and some low-grade coffees are shipped to the Continent. It is a fact, however, that there is more of a call for high-grade coffees abroad, and that the prices

paid for high-grade mild coffees are higher than the same coffees will bring in this country. Besides this, on the Continent there is a heavy duty covering imports of coffee.

WHAT IS BOURBON COFFEE?

R. B. G. C., Kansas City, Mo., writes: "In the July issue of THE TEA AND COFFEE TRADE JOURNAL you made a reply to the question, 'What is Bourbon coffee?' which was very interesting to me.

"I have heard so many explanations about Bourbon coffee made by both coffee men in America and men from Brazil that I hardly know which explanation is right.

"I have been told that a special tree produces Bourbon coffee for a certain number of years, and eventually the coffee develops into regular flat bean Santos, and that these trees are kept together so that the Santos coffee will not be mixed with the Bourbon.

"Your reply to a recent inquirer indicates to me that coffee coming from the same trees on the same plantation might be classed as Santos and Bourbon, and that the Bourbon coffee is really the more acid of the two."

The term Bourbon as applied to a certain character of Santos coffee is very greatly abused. Any kind of coffee is now called Bourbon if it fits the purpose of the seller. Small bean separations are called Bourbon separations, etc.

There is what is known as a Bourbon style coffee, which is a small, round crinkley bean, and a genuine Bourbon Santos is supposed to more nearly resemble Mocha coffee, with reference to style and cup character than any other coffee. A Bourbon coffee is supposed to be an acid character coffee, or it is that character that is termed by coffee testers as acid, whatever that may be.

There are also what are known as winery acid Bourbons, which show a different cup character.

There are, therefore, coffees that may be Bourbon style but not distinctly Bourbon character in the cup. There are coffees that will give a Bourbon cup character and may be a large bean. Then, again, there are coffees that have the Bourbon style, bean, and also the Bourbon cup. The nearer these qualities approach to Mocha, the nearer the coffee will be to the genuine Bourbon.

Exactly what is responsible for this character of coffee we are not certain, but it must be largely due to soil and climate conditions.

RECORD PRICE FOR EXCHANGE SEAT

A seat on the New York Coffee and Sugar Exchange was sold October 17 at an advance of \$500 over the last sale by C. G. Gunther to A. H. Lamborn for \$5,000, the latter buying for another person. This is a record for the Exchange; many years ago seats sold at \$130.

THE PRACTICAL TEA MAN

¶ A Department devoted to the discussion of tea problems of importance to the trade, with the news of the tea packing and jobbing field. ¶ Subscribers' questions of general trade interest will be answered here free of charge.

TALKS TO TEA BUYERS

A Series of Discussions of Tea Problems Designed to be Helpful to Wholesale and Retail Tea Distributors

By S. LIVINGSTON DAVIS
New York

No. 4—HOW THE RETAILER CAN BUILD HIS TEA SALES

ANY retailer with a fair, established trade can so build his tea department as to make it a source of profit and pleasure to him, and at the same time a benefit to his general business.

In the first place, he should make a careful study of the kinds of tea which give the best satisfaction to his customers and are most in favor in his particular locality. Then he must be able to buy intelligently; and last, but most important, he must give his customers a square deal.

CONSUMERS DON'T GET GOOD TEA VALUE

Unfortunately, the average retailer has been losing his tea business rather than building it up, and the reason for this is that his customers have not been getting the value for their money to which they are entitled. Whether this condition is caused by ignorance, carelessness, or a deliberate intention to rob them, the result is the same.

Let any man who knows tea go to a half dozen grocery stores and buy from each a half-pound of Formosa tea at 60 cents per pound, and then test his purchases out, and he will find, in some cases (and probably in most cases), he has brought home a tea worth for the retailer to buy about 20 cents per pound.

These dealers probably have paid too much for their tea, or it may have been kept too long. Anyway, this man who knows tea knows also where he can buy a Formosa tea at retail at 29 cents per pound which is as good as some of those teas for which he paid 60 cents, and probably as good as the average. This same thing is true, more or less, in every kind and grade of tea.

The consumer who desires to buy a Formosa tea at 60 cents should get a tea grading "fully fine" for which the retailer ought to pay about

35 cents, and the intelligent consumer using that grade of tea could never be switched to the 29-cent article.

CO-OPERATE WITH YOUR TEA DEALER

The builder of tea sales must look to his foundation and secure the right material for his structure. He should acquire sufficient knowledge of tea to purchase intelligently, and should make his purchases from houses of unquestionable responsibility, preferably direct importers, or from brokers or salesmen of whose reliability he is certain.

A good idea is to tabulate the names of all customers who buy other articles but not tea, and find the reason why they do not use his tea. If these are buying something elsewhere that gives satisfaction, find out what it is, get a sample, and have it tested by the tea house with whom you are doing business.

It is well to carry a full assortment of all the kinds for which there is a demand, but not so much of any kind that it will deteriorate before being used. If there is a demand for low-priced tea carry it by all means, but do not waste time trying to build tea business on low-grade tea.

TEA A CHEAP DRINK AT A DOLLAR A POUND

When you come to think that a pound of tea will make from 250 to 300 cups, tea is a cheap drink even at a dollar a pound, and a lot of tea ought to be sold at that price; but when consumers are willing to pay this figure they are certainly entitled to strictly fancy tea, and if they get it they will continue to drink it and to like it.

An excellent plan for increasing tea sales is to give a weekly or monthly prize to the salesman or clerk selling the most tea, new tea customers counting double. The prize need not necessarily be expensive, just something in the way of a trophy. Everybody likes to win a competition for the sake of winning.

When new purchases of tea of good quality come into the store everybody should be interested and talk about it, and sometimes small samples given to desirable prospective customers will help build the business. Teas of true merit sold at a fair and reasonable margin of profit will hold the business.

THE PRACTICAL SPICE MAN

¶ A department containing matter of special interest to Spice Importers, Spice Grinders and Spice Dealers; also the news of the Spice Trade.

NEW SPICE STANDARDS

Joint Committee's Recommendations Discussed at a Public Hearing—Final Action on November 16

AN important public hearing on spice definitions and standards was held in New York on October 16 in the library of the Appraisers' Stores. The meeting was called by a joint committee representing the United States Department of Agriculture, the Association of Official Agricultural Chemists, and the Association of American Dairy, Food and Drug Officials. Dr. Carl L. Alsberg, Chief of the Bureau of Chemistry, Department of Agriculture, presided, assisted by Isaac King Phelps and John Phillips Street, chemist of the Connecticut Agricultural Station, New Haven, Conn.

Most of the discussion was in regard to proposed changes in spice standards suggested by this joint committee. The committee's recommendations were as follows:

Allspice unchanged, except insoluble ash reduced to 3/10 of 1 per cent; anise seed, total ash within 10 per cent or 9 per cent, question of percentage; caraway and cardamom seeds 8 per cent, total ash query to fix insoluble ash; cayenne pepper reduced to 6 per cent total ash, 1/2 per cent insoluble ash, 26 per cent crude fiber, balance unchanged. In respect to red peppers various standards were proposed, according to variety. It is proposed that "paprika" alone should be confined to "Hungarian paprika," and that Spanish paprika requires to be labeled "Spanish Paprika." Ground cinnamon changed to 5 per cent total, 1 per cent insoluble; cloves 14 per cent, volatile ether 7 per cent total, balance unchanged; coriander seed 7 per cent total ash; ginger 7 per cent, total ash 2 per cent insoluble, 14 per cent cold water extract, balance unchanged; ground mustard 6 per cent total ash, 1 per cent starch, balance unchanged; prepared mustard 5.60 per cent nitrogen, which is the same as 35 per cent protein (they do not make the protein determination), balance unchanged; pepper, ground, 7 per cent non-volatile, 28 per cent starch, 6 1/2 per cent total ash, 1 1/2 per cent insoluble ash, 14 per cent crude fiber, balance unchanged; white pepper 7 per cent volatile, 52 per cent starch, 3 per cent total ash, 4/10 of 1 per cent insoluble ash, balance unchanged; sage 1 per cent, ether extract 10 per cent, total ash 1 per cent, soluble ash.

CHANGES IN PEPPER REQUIREMENTS

In the case of nearly every spice mentioned above the changes suggested were in the direction of more stringent requirements than the present ones. For example, the standard for red peppers for years has included 6 1/2 per cent total ash. Pepper men say that it has been almost impossible to comply with this requirement, because it was based originally upon Zanzibar chillies, which are no longer used. Red peppers now available are said to be of an entirely different standard, and the trade feels that the total ash requirement should be at least 7 per cent, minimum. The committee proposed a total ash revised regulation of 6 per cent. The committee also stated that it would probably fix a separate standard for African and Japan peppers, ignoring Javas, West Indians, East Indians, Hawaiian, Mexican and domestic red peppers, of which many species are on the market.

In the case of black peppers, the new standard was tentatively announced at 6 1/2 per cent total ash, instead of the present 7 per cent. With Lampung, the main reliance for supply for a year to come, the 7 per cent requirement is said to be close enough to safeguard public health.

PROPOSED NEW TEST FOR GINGERS

In gingers it developed that a new test was contemplated in the form of a cold-water minimum strength test of 14 per cent, said to be something quite new and generally unheard of. It appears that this recommendation was based on several hundred tests made by a Canadian official, and, according to one authority, its adoption would eliminate African ginger from American consumption. Inasmuch as African is the principal source of ginger supply in this country, it is difficult to estimate what kind could be secured to take its place.

In respect to the standards for pepper, the recommendations will apply to ground pepper only, not to whole pepper. Dr. Alsberg stated that whole pepper, if up to the standard of the particular kind of pepper, and not adulterated from foreign substances or pepper shells, would be ad-

mitted without detention. If the shipment, however, were below the standard of the particular kind of pepper, it would be detained. H. P. Herrfeldt, who was present at the hearing, mentioned one lot of pepper which contained 3-3/10 per cent dust, and which was ordered to be sifted by the Department. From this it would appear that where the percentage of dust exceeds the stipulated percentage of a given variety of pepper, the Bureau of Chemistry will insist upon conforming strictly to the standard prescribed.

CRITICISMS INVITED

The joint committee will hold another meeting in New York on November 16, at which the committee's recommendations and the arguments which were brought up at the previous conference will be further discussed. Following this second meeting the committee's recommendations will be definitely listed and supplied to members of the American Spice Trade Association. Dr. Alsberg announced that briefs would be welcomed from the spice trade in criticism of the recommendations to be agreed on November 16, and that when the committee finally acted, after consideration of these briefs, several months' notice would be given before the new spice standards would become operative.

As to the present attitude of the Bureau of Chemistry regarding whole spices (crude goods at ports of entry), the chief of the Bureau stated that the present chemical standards would apply to most of them, but black peppers would not be detained when they complied with the contract requirements of the spice trade as to dust, etc., provided the Bureau did not find added shells or refuse. Delays at ports of entry, caused by compelling importers to store and insure whole spices pending decision by the Bureau, which are said to have caused the importers losses of large sums of money this year, will have to continue, as the Department promises no relief in this direction.

INTERVIEW WITH JOHN CLARKE

John Clarke, secretary of the American Spice Trade Association, when asked what comment he had to make upon the facts brought out at the hearing, said:

"Those in authority seem to have very little consideration of the physical difficulties that harass the importers and grinders of spices. They look only at the theoretical side. Such trivialities as storing merchandise at ports of entry pending the intolerable and wholly unnecessary delays in examination, before detention or release is decided; such things as loss of interest, methods of financing with foreign shippers, adequate sampling, tolerant reasonable action, in view of the tremendous unsettlement in all food products—

all these things are secondary to these matters of science, men of undoubted and deserved prominence in scientific lines beyond a doubt.

"It may be that the trade may succeed in getting reasonable, tolerant, commercially possible regulations, by convincing the committee of chemists that standards should not be based upon the 'cream' any more than on the 'skim-milk,' but on the reasonably consumable average of edible and obtainable grades.

"In any case there should be action secured from the next Congress looking to some provision for prompt and effective appeal from the decisions of the Bureau of Chemistry on food products. The present intolerable system of unappealable decisions should be ended by being amended."

SPICES FOR THE NAVY

[STAFF CORRESPONDENCE]

WASHINGTON, D. C., Oct. 18, 1916.—The Bureau of Supplies and Accounts, Navy Department, yesterday opened bids for furnishing 800 pounds of assorted spices as follows: William Cluff & Co., San Francisco, at \$3075 per pound; Hooper & Jennings, San Francisco, at \$3109; Merchant & Evans Company, Philadelphia, at \$3365; Hass Bros., San Francisco, at \$32, and the Pacific Commercial Company, San Francisco, at \$3102. For furnishing 150 pounds of thyme, William Cluff & Co., at \$33 per pound; Hooper & Jennings, at \$3389; Austin, Nichols & Co., Brooklyn, at \$31; Hass Bros., at \$34; Pacific Commercial Company, at \$3389. For furnishing 200 pounds of cinnamon, William Cluff & Co., at \$345 per pound; Hass Bros., at \$353; Pacific Commercial Company, at \$352, and Hooper & Jennings, at \$3739. For furnishing 120 pounds of cloves, William Cluff & Co., at \$341 per pound; Aro Company, Cleveland, at \$417; Pacific Commercial Company, at \$4056, and Hooper & Jennings, at \$3488. For furnishing 250 pounds of sage, William Cluff & Co., at \$341 per pound; Pacific Commercial Company, at \$3498; Austin, Nichols & Co., at \$284; Hass Bros., at \$351, and Hooper & Jennings, at \$3439. L. M. L.

DUTCH MUSTARD SEED CROP

Generally speaking, the condition of the mustard seed crop in the Netherlands is good. In Groningen, however, it varies considerably, where some of the tracts are really "bad" and others "very good." In Zealand much damage is being done by some kind of beetle. In 1916 the acreage devoted to yellow mustard seed was 12,217, as against 4,831 acres in 1915. Brown mustard seed was grown on 2,679 acres in 1916, compared with 1,554 last year.

THE PRACTICAL EXTRACT MAKER

A department devoted to interests of manufacturers of Flavoring Extracts, Perfumes and Toilet Preparations.

ALMOND EXTRACT ANALYSES

Of 14 Samples Examined in Connecticut Only 5 Met the Standard and Satisfied the Claims Made For Them

SOME interesting disclosures were made in a recent report of the Connecticut Experiment Station on Almond extracts. The standard for almond extract is described in the report as "the flavoring extract prepared from oil of bitter almonds, free from hydrocyanic acid, and contains not less than 1 per cent by volume of oil of bitter almonds."

The station analyzed fourteen samples of almond extracts. Of these, one labeled "Finest Extract of Lemon," put up by Acker, Merrill & Condit Company, New York, and one, Mohican Pure Extract of Almond, manufactured by The Mohican Company, were found deficient in oil. In the other twelve samples the oil contents ranged from 1.00 to 3.85 gms. per 100 cc. Cane sugar (sucrose) was present in three samples; 0.12 gms. per 100 cc. in "Sunbeam Pure Food Extract Almond," the product of Austin Nichols & Co., New York; 12.34 gms. in "A. & P. Almond Extract," put up by the Great Atlantic & Pacific Tea Company, Jersey City, N. J.; and a trace of sucrose in "Robin Hood Brand Pure Flavoring Extract Almond," manufactured by R. C. Williams & Co., New York.

Four samples—"Pure Extract Almond," prepared by the Baker Extract Company, Springfield, Mass.; "Crown Aster Finest Extract Almond," put up by A. F. Beckmann & Co., New York; "True Extract Almond," 76 per cent Alcohol, manufactured by William B. Riker & Son Company, New York, and "Foss' Pure Extract Almond," the preparation of Schlotterbeck & Foss Company, Portland, Me.—bore no statement of net volume as required by law.

None of the samples examined contained nitrobenzol, hydrocyanic acid, artificial color or wood alcohol. The alcohol was extremely variable, ranging from 28.79 to 78.16 per cent.

The report adds that the samples of almond

extract bearing the names of Joseph Burnett Company; Edwin J. Gillies & Co.; Howland's, Bridgeport, Conn.; one sample from Schlotterbeck & Foss Company; and a sample from the Williams & Carleton Company, Hartford, Conn., satisfied all the claims made for them and were up to the standard prescribed.

NEWS OF THE EXTRACT TRADE

T. T. Holman, who has been in charge of the Chicago branch of the Antoine Chris Company, New York, for a number of years, is now handling the Pacific Coast branch from San Francisco. R. H. Lingott, who has been associated with Mr. Holman, succeeds to the management of the Chicago office.

Hans Triest, president of H. Marquardt & Co., Inc., New York, vanilla bean importers, is back at his office after several weeks' illness.

McCormick & Co., manufacturers of flavoring extracts and spices, Baltimore, have acquired the entire block bounded by Hillen street, the Falls-way, Bath and Front streets, in order to extend their facilities for manufacturing and storage.

Mr. and Mrs. John de Redon, of New Rochelle, N. Y., announce the birth of a son on October 8. Mr. de Redon, who is secretary and treasurer of Ricardo Gomez & Dietlin Company, 80 Maiden Lane, New York, sailed for Spain on the *Reina Maria Cristina* from Havana, Cuba, on October 21.

Metropolitan Syrup Company, Inc., New York, syrups, extracts, flavors, malted milk, cocoa, capital \$14,000, has been incorporated by J. Leff, 11. Markowitz, M. Kaplan, 87 East 107th street, New York City.

SAN SALVADOR COFFEE THEFT

Complaint having been made by American merchants that 10 pounds of coffee were missing from many bags shipped from San Salvador, an investigation showed that employees of a commercial agency there had stolen coffee worth 150,000 pesos. The men accused of the theft escaped. Exporters in San Salvador lodged a claim against the agency in the courts. The case was dismissed.

THE WHOLESALE GROCER

¶ A department devoted to matters of special interest to wholesale grocers packing cocoa, rice, olives, olive oil, preserves, jams and condiments, in addition to teas, coffee and spices.

THE BUYERS' POOL PROBLEM

Should the Wholesale Grocer Protect the Independent
Retailer by Selling Him on the Same Basis as
Large Purchasing Agencies and Chain
Stores?

BY R. H. BENNETT

Secretary California Wholesale Grocers' Association.

*To sell or not to sell? That is the question.
Whether it is wiser to trade to oppose
The outrageous demands of modern buyers,
Or to avoid a sea of competitive troubles
And, by yielding, satisfy them?*
(With apologies to Hamlet.)

TO sell or not to sell? That is the question which the wholesale grocer must answer, and his answer must decide whether buying exchanges, purchasing agencies or buyers' pools of whatever character, shall be sold as other buyers of quantities are sold.

If the answer is "sell," then the jobber must be prepared to satisfy every demand for quantity without respect to person. If the answer be "not to sell," then must the wholesale grocer elect to assume the police duty of determining who is entitled to buy and who is not. What shall the answer be?

As the conservative opinion seems to favor "not to sell," a statement of this argument will be presented first.

INDEPENDENT RETAILER SHOULD BE PROTECTED

Time-honored custom obligates the wholesaler to protect his customer, especially the average independent retailer from any unfair discrimination. A buyers' pool defeats this effort at protection, as it subjects the retail dealer to the cut-rate competition of the pool members, which he cannot meet. To place the independent buyer in position to compete with the buyers' pool is impossible, inasmuch as he buys in limited quantities, at a price which includes the cost of accompanying service, meaning a portion of the necessary overhead expense of the jobber.

THE ETHICAL DUTY OF THE JOBBER

Therefore, it is ethically considered to be the duty of the wholesaler, to himself as well as to his customer, not to sell to buyers' pools that demoralize the legitimate market; and such duty also involves his benevolent influence with manufacturers, who furnish goods to the sellers of the buyers' pools upon the plea of justice to the average independent dealer.

Unfortunately, the ethics of the wholesale grocer are upset by the persistency of a revolutionary tendency, backed up by the business axiom that "quantity governs price." This axiom holds good with the wholesale grocer only so far as single buyers are concerned, but when pools claim the same privilege, he points to his ethics and denies to them the right. By this act he opens the door to those who are not bound by the same ethics and—the "cut-rate" jobber enters.

BUYERS' POOLS DEMAND PRICE, NOT SERVICE

The buyers' pool claims that its members have the right to protect themselves from the single buyer who owns his goods at "preferred" prices, that their co-operation eliminates the necessity of salesmen and the intermediate service, and, therefore, that they are fully entitled to the quantity concession. These buyers' pools are multiplying (buying exchanges, chain stores, purchasing agencies are all different phases of the same tendency) and they want quantity at a price which does not include the jobber's service.

THE CONTENTIONS OF THE BIG BUYERS

The other side of the argument—"Sell"—favors selling without discrimination to anyone who buys the same quantity. The contentions are "that you cannot hold back the tide of economic development by appeals to conservative welfare or by restrictive measures; that you cannot destroy the economy feature in the buyers' pools; that you surely invite irresponsible jobbing competition and direct selling by manufacturers in attempting to do so; and that, pouring oil upon the troubled waters by accepting the situation and providing means to satisfy all buying de-

ends, you would be only following the line of least resistance in the inevitable tendency of economic law, thereby disarming those who would destroy the prestige of the wholesale grocer."

The argument thus narrows down to the direct question: Can the wholesale grocer any longer maintain his present ethical position against the force of economic demand?

Circumstances indicate a negative answer to this question. If, then, the wholesale grocer is to maintain his position as a universal distributor to the trade, what ought his future policy to be?

JOBBERS' PRICES SHOULD BE BASED ON SERVICE

The indications are that the jobber must change his time-worn selling policy in order to render unnecessary those irregular channels of distribution for which his conservative ethics have been responsible, and to provide means to satisfy the insistent and growing demand for price with commensurate service as rendered. Service—the amount of service—seemingly must soon determine price in the grocery trade.

Is this, then, the answer?

Buyers' pools, or buying exchanges as they are called, have resulted from unequal opportunity in the present method of buying. These exchanges are successful because they are economically correct. They are strong because they are mutually helpful; that is, co-operative. One successful buying exchange leads to the organization of others, so co-operative buying is on the verge of becoming a popular movement.

SHOULD THE JOBBERS YIELD TO THE POOLS?

Evidently, either the wholesale grocer must yield to these exchanges and be subjected to competition upon percentages (a broker's commission), or he must alter his methods of selling to so change conditions as to make co-operative buying unnecessary.

The function of a grocery jobber does not permit of sales upon brokerage margins, inasmuch as the overhead expense cannot be ignored. To sell upon the basis of percentage would also otherwise be ruinous, for it would induce co-operative buying which would so simplify the process of distribution as to invite direct sales by manufacturers, many of whom are already practically equipped for it. It is the present complex distribution to trade units which now makes the jobbing function the most economical for manufacturers to employ.

IS "EQUITY OF PRICE" THE SOLUTION?

There seems to be but one proper and efficient

way to render the buying exchange unnecessary, as well as to preserve the present system of distribution and to make the "cut-rate" jobbers' function useless, and that is the adoption of a system of uniform cost accounting upon which to establish the "equity of price," and thus meet the demands of the day. It is this "equity of price" which logically is the answer to the question propounded by the creation of the buying exchange.

NO PROTESTS TO STATE DEPARTMENT

[FROM A STAFF CORRESPONDENT]

WASHINGTON, D. C., Oct. 27, 1916.—State Department officials to-day denied that they had received any protests from New York green coffee houses because of the refusal of the British Embassy to issue papers allowing the exportation of coffee to Denmark, Norway, Sweden, Greece and other neutral countries. Rumors have reached here during the past few days that such protests had been made.

Permits were not issued, it is understood, some time ago for a large shipment of coffee for Russia, which the exporters wished to go through Sweden, but the necessary permission was withheld by the Swedish Government and not by the British. Aside from this, State Department officials say that no specific cases of this kind have come to their attention. L. M. L.

TEA AND COCOA FOR THE NAVY

[FROM A STAFF CORRESPONDENT]

WASHINGTON, D. C., Nov. 1, 1916.—Bids were opened here last month for furnishing the Brooklyn navy yard with 150,000 pounds of tea in crated chests, as follows: Robinson & Woodworth Company, Boston, at \$2.005 per pound; Carter, Macy & Co., New York, at \$2.021; Austin, Nichols & Co., Brooklyn, at \$2.367; Lewis De Graff & Sons, New York, at \$3.00, and Irwin-Harrisons & Crossfield, New York, at \$2.06. The contract was awarded to Carter, Macy & Co., their bid totaling \$30,315.

Bids were also opened for furnishing the Brooklyn navy yard with 40,000 pounds of cocoa; Rockwood & Co., Brooklyn, at \$1.16 per pound; E. W. Dunstan Company, at \$1.125; Ambrosia Chocolate Company, Milwaukee, at \$1.422; Opler Bros., New York, at \$1.16; Austin, Nichols & Co., at \$2.488; Frederick Bischoff, Brooklyn, at \$1.1488; Hershey Chocolate Company, Hershey, Pa., at \$1.17; and Hirsch Iron & Rail Company, at St. Louis, at \$4.10. L. M. L.

AUSTRALIAN COMMISSION FOR U. S.

[FROM A STAFF CORRESPONDENT]

WASHINGTON, D. C., Oct. 30, 1916.—An Australian Government Commission is soon to be sent to this country to investigate trades engaged in the preparation of food products and other industries and to look into conditions of employment. The commission is to be composed of six manufacturers and six representatives of labor organizations. It is expected that the commissioners will be in the United States for four to six months.

L. M. L.

SPECIALTY MEN'S CONVENTION

The annual convention of the American Specialty Manufacturers' Association, to be held at Pittsburg November 15, 16 and 17, will devote at least one day to the celebration of the tenth anniversary of the Federal Pure Food Law. Among those who will be invited from the ranks of food control officials, some of whom have already accepted, are President J. J. Farrell, of the National Food, Drug and Dairy Officials' Association; Past-President W. B. Barney, of Iowa; Dr. C. L. Alsberg, Chief of the Bureau of Chemistry, and the following State Commissioners: Crumbine, of Kansas; Ladd, of North Dakota; Frary, of South Dakota; Calvert, of Ohio; Newman, of Illinois; Planders, of New York; Foust, of Pennsylvania, and Bernard, of Indiana.

Miss Mary Wood, chairman of the legislative committee of the General Federation of Women's Clubs, will speak as a representative consumer. President Whitmarsh, of the National Wholesale Grocers, and President Schaeffer, of the National Retail Grocers, have been invited to attend and speak for their bodies.

INTERESTING CONVENTION EXHIBIT

An interesting exhibition is to be held at the St. Charles Hotel, Atlantic City, during the National Coffee Roasters' Association convention. This will consist of two of the latest exclusive features added to the interchangeable unit system of "Scott" Automatic Net Weighing Machines, as well as an educational motion picture of a complete coffee cartoning, weighing and wrapping plant installed by the National Packaging Machinery Company, Boston. Two representatives of this popular line of machinery will be on hand to welcome all JOURNAL readers and their ladies who may attend this exhibition.

British Guiana exported from January 1 to September 7, 1916, 433,212 pounds of coffee, as against 172,185 pounds during the corresponding period in 1915.

NEW QUANTITY MARKS ON PACKAGES

[SPECIAL CORRESPONDENCE]

WASHINGTON, D. C., Oct. 15, 1916.—The Secretary of the Department of Agriculture has issued Food Inspection Decision No. 168, relating to marking the quantity of food in packages. The decision reads as follows:

Paragraph (e) of regulation 29 of the Rules and Regulations for the Enforcement of the Food and Drugs Act, as amended in Food Inspection Decision 163, issued January 17, 1916, is hereby further amended by striking out the entire paragraph and substituting therefor the following:

(e) Statements of weight shall be in terms of avoirdupois pounds and ounces; statements of liquid measure shall be in terms of the United States gallon of 231 cubic inches and its customary sub-divisions, i. e., in gallons, quarts, pints, or fluid ounces, and shall express the volume of the liquid at 68° F. (20° C.); and statements of dry measure shall be in terms of the United States standard bushel of 2,150.42 cubic inches and its customary sub-divisions, i. e., in bushels, pecks, quarts or pints, or, in the case of articles in barrels, in terms of the United States standard barrel and its lawful sub-divisions, i. e., third, half or three-quarters barrel, as fixed by the Act of March 4, 1915 (38 Stat., 1186); *Provided*, That statements of quantity may be in terms of metric weight or measure. Statements of metric weight should be in terms of kilograms or grams. Statements of metric measure should be in terms of liters or centiliters. Other terms of metric weight or measure may be used if it appears that a definite trade custom exists for marking articles with such other terms and the articles are marked in accordance with the custom.

LOSE CASE AGAINST EX-EMPLOYEE

Vice-Chancellor Stevenson, in Hoboken, N. J., on October 12, handed down a decision denying Schorn & Brower, tea, coffee and grocery merchants, 548 West Forty-sixth street, New York, who do an extensive business in Hudson County, N. J., an injunction restraining William R. Howell, 307 Seventh street, Hoboken, a former employee of the firm, from maintaining a like business. Counsel for the firm declared that Mr. Howell, following his resignation, took a list of the customers which he had served for many years and was using it in "stealing" some of the firm's trade. On the other hand, Mr. Howell's attorney showed that the personality of his client had brought customers to Schorn & Brower, and when Mr. Howell went into business for himself these customers, naturally, preferred to patronize him.

WHAT EVERY SALESMAN NEEDS

WM. L. STARR, Alabama-Georgia representative of the Buckle Bros., 1402 Candler Building, Atlanta, Ga., writes: "Nearly all of the Alabama-Georgia salesmen of Arbutus Bros. are subscribers to your journal, and find it of great value in their work. The writer personally would not be without it."

IN THE EDITOR'S MAIL BAG

What Will Be Found Letters from Readers Who Say Something Worth While

ONLY letters are published in this column which deal with subjects of general trade interest. Readers should remember whenever they write us they can best serve themselves and us by being brief. We find it impossible to print many letters because of their length.

STRAIGHT TALK FROM A VETERAN COFFEE MAN

The following letter from one of our subscribers in Southern California, a gentleman some seventy-five years young, who evidently knows a few things about coffee, will be found decidedly interesting. It will be noted that he says the San Francisco roasters are wrong in the coffee-grinding and making controversy, and that the filtration method, using the French two-story coffee pot, suggested by R. C. Wilhelm in our last issue, is the correct one:

SANTA BARBARA, CAL., Oct. 18, 1916.

W. H. Ukers, Editor, THE TEA AND COFFEE TRADE JOURNAL, 79 Wall Street, New York.

DEAR SIR:—You have one of the best issues in this last number and I want another one to send to my granddaughter, who is a teacher of home economics in the State of Washington. I have crossed the Equator 28 times. I spent many years in coffee countries—in all of note in the Western Hemisphere—and was in India in '37 and '38, and being intensely interested in coffee have studied it all I could. You have in this issue advanced some ideas not mentioned before and which I have known since 1898, and some in 1893.

The dark roast of the Latins surely eliminates a lot of obnoxious qualities detrimental to the health as well as the taste. I couldn't see it hurt me, using alone 6 pounds per month. I throw away all but the "essence." People used to say, "How smooth that coffee is!" The San Francisco people are wrong, except they don't want the people to know the truth of the matter.

The man who says the 21-year-old Santos was smooth and the new crop bitter was right in his surmises. There is something on page 355 of your October number that I knew nearly twenty years since, but have never seen mentioned in any publication. Good coffee is not easy to find, although I can get a pretty good idea of how it is going to come out from the "green." I have some Central American of the year 1900 crop, which I brought up (1,000 pounds) from there at that time, and it is fine now, sweet and aromatic; it cannot be told from Mocha. I make it after dinner, French style, only much stronger, and put it with three or four times as much rich, hot milk.

You gave a .0065 specific gravity in a (*Kansas Home Economics*) good coffee to drink. What do you say to a specific gravity of .070? My coffee does not taste good to me under .045. You

see the .070 is more than ten times the strength of the *Kansas Home Economics* experiments. That would be "thin" for me. I have tried about every known coffee (Yungas, Bolivia, excepted) in the world, and only a few of them suit me. Mocha straight is the best average (Abyssinian also), though some few others equal it, mostly Central American. In Puerto Rico I cannot find any of good flavor. Cuban is fine. I lived there two months and had delicious coffee all the time. I lived in Maracaibo a year and in Cucuta, Colombia, three or four months, and in San Cristobal, Venezuela, some four months also.

[Cucuta has an accent over the first *u*. Medellín in your price list needs two *l*'s in place of the single *l*, and *mate* with no accent mark over the *e* is correct. See a good Spanish dictionary. Furthermore, *mate* is the tube gourd (¿) to drink it through and is a *noun*, while *mate* with the accent over the *e* is a *verb*, in the past tense, from *matar* (to kill), as "*yo maté*," I killed him. *Mate* has the accent on the first syllable, while *mate* is accented on the second one *te*. Who is the authority for the accent mark?]

I am going to predict that no better way of making coffee will be found than the French Biggin, the two-story coffee pot advocated by Mr. Wilhelm—cafetiere in French and cafetiera in Espanol or Spanish.

As to the French Biggin two-story coffee pot there is *not one* for sale in any of the stores in this city of 20,000. I found none in Bellingham (21,000), Wash.; two crockery ones in Seattle, while south of the Mexican line the shelves were full of them. Los Angeles has a few in some large stores. All boilers, except those contraptions of the tube percolators, \$3 to \$10. Fifty cents to \$1 will purchase a grantware Biggin.

Very truly yours,
G. W. J.

EVERY GROCER HIS OWN ROASTER

The following letter was prompted by the criticisms printed in the August Chicago news letter of an article on "The Grocer-Roaster," appearing in our July issue. The writer-author sent to the editor copies of letters received from four of the users of the small coffee-roasting machine referred to in his article. These letters are confirmatory of the statements made by Mr. Nash in his original contribution:

INDIANAPOLIS, SEPT. 1, 1916.

W. H. Ukers, Editor, THE TEA AND COFFEE TRADE JOURNAL, 79 Wall Street, New York.

DEAR SIR:—In your August issue I note comments in the Chicago letter, page 166, by J. W. B., in regard to my article in your July issue, "The Grocer-Roaster," page 76. As this correspondence has made an issue of some of my claims and statements I trust you will give space for this reply, which is shorter than I would like to make it. J. W. B. infers that to roast green coffee so as to obtain high grade roasted coffee with good cup quality, a vast knowledge of coffees is necessary. The contrary is more nearly true. The novice is safer with the green coffee wholesalers,

if backed by a few trustworthy standards, than he is in the hands of the wholesale coffee roasters at large. There are fewer tricks in the green coffee business than in the sale of "blends." Uncle Sam attends to that. "The knowledge of good and evil" is no more necessary in selecting good green coffees and blending them successfully than in selecting different grades of rice, or beans, or prunes. Isn't it about time that we do away with this idea that coffee blenders in wholesale roasting houses are endowed with vast wisdom and are paid fabulous salaries? My own experience has been quite contrary to J. W. B.'s claim, that most wholesale roasting houses are willing to enlighten the retailer in regard to coffee. Why should they? If they did Mr. Retailer would most surely install a roaster of his own and roast his own green coffee.

I am willing to modify the wording in my July article which J. W. B. claims is regretted by the "trade." (What trade, I wonder?) Instead of saying that the grocer pays the wholesale roaster more than he should, I will say that he pays him more than he *need*. I know, and any well-informed coffee man knows, that there is an average margin of from 2 cents to 8 cents per pound *and over* between green coffee prices and prices obtained for similar goods roasted. It is not necessary to take my word for this. Green coffee prices are quoted in THE TEA AND COFFEE TRADE JOURNAL. Any one can take any brand of roasted coffee selling from 40 cents down and have it analyzed by disinterested parties. The result will satisfy the investigator that I have made no misstatement.

The particularly misleading feature in the article by J. W. B. is in regard to my list of successful retail coffee roasters. J. W. B. must be misinformed when he states that at least one of these parties is selling more coffee than has been roasted for him than he has roasted himself. My list has been verified since the August issue of your publication, and I have signed statements of parties whose names were quoted. I am sure that none of them would deceive me or the public over their own signatures. I am willing, however, to credit J. W. B.'s claim to misinformation rather than misrepresentation. If you could spare me more space I should like to make definite comparisons of prices and situations that will bear out all my claims and more.

I understand that the wholesale coffee roaster has a very important place in the coffee trade. The retail grocer has his place as well, and the coffee trade as a whole will be distinctly benefited if the wholesale roaster will move over a little and accord him his "place in the sun." We in the coffee trade know that the public will drink more coffee if they can get *better* coffee. The retailer who is a merchant and not a storekeeper can help increase the consumption of coffee by installing a coffee roaster and roasting his own coffee: 1, because there is a margin of profit which will pay him to push coffee hard; 2, because he can serve his customers with fresher coffee which is admittedly better, and can serve his customers with better coffees at the same price, or the same coffees at lower prices. I recommend that prices be maintained and that competition be from the

standpoint of quality, for that is the only safe way to benefit the trade at large.

W. B. NASH.

"STEEL-CUT" MERELY A CATCH PHRASE

The following communication from a well-known manufacturer of coffee mills sheds further light on the "steel-cut" sophistry discussed in our August and September issues:

PHILADELPHIA, Oct. 15, 1916.

W. H. Ukers, Editor, THE TEA AND COFFEE TRADE JOURNAL, 79 Wall Street, New York.

DEAR SIR:—Large amounts of money and many years of experimental research have been devoted to perfecting grinders for use in coffee mills. We have given the subject constant study for more than forty years, and feel that we have succeeded in the best design and material for the work.

One of the many difficulties encountered is the varying grades of coffee. The bean itself varies, and the variation is made greater by the differences existing in the roasting process. Some of the roasted coffee is quite brittle and the beans are easily ground; some other grades are quite oily, which makes the grinding operation harder, in that the grinders are likely to choke.

You will see from this brief outline that there is no such thing as "cut coffees," and the phrase "steel-cut" is merely an attempt to use a catch advertising expression for the sale of coffee. It has no real mechanical meaning. In the grinding process the beans are sub-divided into small particles by opposing teeth in the grinders, and it cannot be claimed that these teeth cut the bean in the sense of the accepted meaning of the word "cut."

As you probably know, we make coffee mills of all sizes and designs. We also furnish these mills with different cutters or grinders in accordance with the results desired to be attained. Some of these will grind the coffee very rapidly, but with less uniformity than others. We have another design which grinds the coffee to uniform degrees of fineness, but the work is somewhat slower than above described. The term "steel-cut" could be applied to any one of our different designs or sizes of coffee mills as truly as to any other mill manufactured.

There is, however, a great difference in the different makes of coffee mills, due chiefly to the kind of grinders used. Some of them heat the coffee in the process of grinding, and this, of course, brings out the latent oil in the bean, which means that there is quick deterioration.

E. M. C.

COFFEE BUYING IN RIO

The article, "A Coffee Buyer's Life in Brazil," which was published in the June, 1916, issue of this journal, and which described in detail the daily routine of a coffee buyer's work in Santos, has called forth the following comment on the daily work of a coffee buyer in Rio de Janeiro:

RIO DE JANEIRO, Sept. 14, 1916.

A. H. Ukers, Editor, THE TEA AND COFFEE TRADE JOURNAL, 79 Wall Street, New York.

DEAR SIR:—In the edition of *Wileman's Brazilian Review*, dated Rio, July 25, 1916, there is an article taken from THE TEA AND COFFEE TRADE JOURNAL, referring to "Incidents in a coffee buyer's life in Santos and Rio de Janeiro." The description of the Santos system shows actual knowledge, and is as accurate as it is possible to describe. The description of the Rio de Janeiro system is partly correct, but does not explain fully, especially the reference to a Rio buyer's working hours; there is little if any difference in the length of a day's work. The following is from actual experience, and is a fairly accurate account of the method in Rio:

Coffee can be bought from Commissarios from 8:30 to 10:30 A. M. The samples are shown on blue paper in the Commissario's office, and the buyer must go to each office to look at the coffee and grade and classify. As there are about thirty or forty Commissarios it is naturally rather difficult to see all the lots in two hours.

The system of bidding is the same as in Santos. Santos has the advantage of the Commissarios mixing, cleaning and bagging coffee, and of course we have practically the same thing; the only difference being that instead of the Commissarios doing the sorting and bagging, the exporters do it with the lots they buy in Commissarios, and naturally they take a profit for the handling.

A running lot of Rio coffee is a tough proposition, as there are generally coffees from two to twenty (hope you can guess how low twenty is). The light in each shop is different, and makes buying very difficult. Practically all lots are marked "geral," which means the coffee will average equal to sample shown, and in many cases a sample marked fifty bags will be received in five to seven shops.

Yours truly,
LEON ISRAEL & Co.
R. H. Tyler, Jr.

A COFFEE-MAKING ALARM CLOCK

An Englishman has invented a gas attachment to an alarm clock consisting of a kettle and coffee pot combined. All one has to do to have hot coffee ready to drink on arising in the morning, is to set the alarm, allowing five minutes for the coffee to brew after the alarm has gone off. When the bell sounds the alarm a simple electrical arrangement opens the gas flow and the sparks light the burner. The water boils and is automatically emptied into the coffee pot which is beside it ready to receive the finished product.

TRINIDAD CACAO CROP IN 1915

The British colony of Trinidad and Tobago shipped last year 54,081,542 pounds of cacao valued at \$9,065,193, or \$1,921,513 more than the 1914 crop, although the latter amounted to 63,447,876 pounds.

PURE FOOD DIGEST

Notices of Judgments Issued During the Month by the Department of Agriculture

WASHINGTON, D. C., Nov. 1, 1916.

THE United States Department of Agriculture has recently issued the following notices of judgment:

ADULTERATION AND MISBRANDING OF EXTRACTS

4326. U. S. v. Durand & Kasper Company, a corporation. Plea of guilty. Fine, \$25 and costs.

This refers to an information against the Durand & Kasper Company, Chicago, alleging shipment by said company on January 6, 1912, from Illinois into Massachusetts, of vanilla extract which was adulterated and misbranded, and orange extract, artificial pineapple flavoring, lemon extract and artificial strawberry flavoring which were misbranded. Adulteration was alleged because a dilute extract of vanilla had been mixed with the pure vanilla extract in such manner as to reduce and injuriously affect its quality and strength, and because a dilute extract of vanilla had been substituted wholly for pure vanilla extract. Misbranding was alleged because the bottles, cartons and box bore a label which was false and misleading, in that the article was a dilute vanilla extract. Misbranding was alleged further, in that the label represented to the purchaser that each bottle contained 2 fluid ounces, whereas it contained less than 2 ounces.

On October 9, 1915, the defendant company withdrew its plea of not guilty theretofore entered, and entered a plea of guilty, and on October 23, 1915, the court imposed a fine of \$25 and costs.

ADULTERATION AND MISBRANDING OF COFFEE

4334. U. S. v. 20 Cases of Coffee. Default decree of condemnation, forfeiture and destruction.

This refers to a libel for the seizure and condemnation of 20 cases, each containing 60 one-pound cartons of coffee, remaining unsold in the original unbroken packages at Petersburg, Va., shipped on or about January 15 and January 28, 1914, from New York into Virginia, and charging adulteration and misbranding. The shipping containers were branded, in part: "Dixie Coffee—A." The retail packages were labeled: "Dixie Brand Roasted Coffee. Dixie Brand sunshine and good drink go together. Dixie gives the sunshine, we the delicious drink in this brand of coffee. We know how good both are. Try our coffee and you will know, too. Guaranteed under the food and drugs act, June 30, 1906. Serial No. 2490. Dixie Brand is glazed with sugar and dextrine, according to the following formula: Coffee 99¼; sugar, 99½; dextrine, 99¼. Potter and Young West-side Roasting and Milling Co., Office, 96 Water Street, New York City. Factory, 191-193-195-197 Van Brunt Street; 66-68 Sebring Street, Brooklyn, N. Y."

Adulteration was alleged because the article consisted of an excessive amount of rotten and decomposed berries, which mixture had been coated or glazed in such a manner as to conceal inferiority. Misbranding was alleged because the

label implied that it was a coffee of superior quality, when, in fact, examination showed it to be an inferior mixture.

On October 4, 1915, no claimant having appeared for the property, judgment of condemnation and forfeiture was entered, and the court ordered the product destroyed.

4335. U. S. v. 15 sacks of coffee. Default decree of condemnation, forfeiture and destruction.

This refers to a libel for the seizure and condemnation of 15 sacks, each containing 50 pounds of coffee remaining unsold in the original unbroken packages at Petersburg, Va., shipped on or about January 17, 1914, from New York into Virginia, and charging adulteration and misbranding. Each of the sacks was labeled, in part: "Red Rock Rio—A—***." Adulteration was alleged because the article consisted of an excessive amount of rotten and decomposed berries, which mixture had been coated or glazed in such a manner as to conceal damage and inferiority. Misbranding was alleged because the article was labeled "Red Rock Rio," when, in fact, it consisted of an inferior mixture.

On October 4, 1915, no claimant having appeared for the property, judgment of condemnation and forfeiture was entered, and the court ordered the product destroyed.

ADULTERATION AND MISBRANDING OF EXTRACTS

4341. U. S. v. Home Mail Order Company (Lundin & Co., a corporation). Plea of guilty. Fine, \$25 and costs.

This refers to an information against Home Mail Order Company (Lundin & Co., a corporation), Chicago, alleging shipment by this company, on September 13, 1912, from Illinois into Minnesota, of "Extract of Lemon" and "Extract of Orange," so called, which were adulterated and misbranded. Adulteration was alleged because a terpeneless extract of lemon (or a terpeneless extract of orange) had been mixed with the article so as to reduce and injuriously affect its quality and strength. Misbranding was alleged because the cartons containing the bottles bore a label which was false and misleading, and represented the article to be a genuine, full-strength extract of lemon (or extract of orange), whereas it was not, but was a terpeneless extract of lemon (or orange).

On December 17, 1915, the Home Mail Order Company, having entered a plea of guilty to the information, the court, on January 4, 1916, imposed a fine of \$25 and costs. On January 14, 1916, an order of *nolle prosequi* to the information was entered in the case against Lundin & Co.

ADULTERATION OF CASSIA OIL

4346. U. S. v. Hilker & Bletsch Company. Plea of guilty. Fine, \$50 and costs.

This refers to an information against the Hilker & Bletsch Company, Chicago, alleging shipment by this company, on or about February 6, 1913, from Illinois into Colorado, of oil cassia, which was adulterated and misbranded. The article was labeled: "Oil Cassia" (Guaranty Legend), "Serial No. 3305. Hilker & Bletsch Company, Manufacturers of Flavoring Extracts and Importers of Essential Oils, Chicago-Cincinnati." Adulteration was alleged because rosin had been

mixed therewith so as to reduce and injuriously affect its quality and strength. Misbranding was alleged because the statement "Oil of Cassia" borne on the label, was false and misleading, in that it represented the article to be a genuine oil of cassia, whereas it was not, but was a mixture composed of oil of cassia and rosin.

On July 14, 1915, the defendant company entered a plea of guilty to the information, and on December 10, 1915, the court imposed a fine of \$50 and costs.

ADULTERATION OF OLIVE OIL

4366. U. S. v. C. D. Gregg Tea & Coffee Company. Plea of guilty. Fine, \$10.

This refers to an information against the C. D. Gregg Tea & Coffee Company, New York, alleging shipment by this company, on February 4 and May 5, 1915, from New York into New Jersey, of olive oil, which was adulterated and misbranded. The oil shipped February 4, 1915, was labeled: "Gregg's Sublime Olive Oil, One Gallon, C. D. Gregg Company. Guaranteed under the Food and Drugs Act, June 30, 1906. New York. Chicago. St. Louis, U. S. A." Adulteration was alleged because cottonseed oil had been substituted in whole or in part for olive oil. Misbranding was alleged because the statement on the label, "Sublime Olive Oil," was false and misleading, in that the article was a mixture of olive oil and cottonseed oil.

The oil shipped May 5, 1915, was labeled in part: "Sublime Pure Imported Olive Oil, 1 Gallon Net Contents." Misbranding was alleged because the statement on the label, "1 Gallon Net Contents," was false and misleading, in that it indicated to purchasers thereof that each of the packages contained one gallon net, when it did not, but contained a less amount thereof. Misbranding was alleged further because the quantity of the contents was not plainly and conspicuously marked on the outside of the packages in terms of weight, measure or numerical count.

On March 10, 1916, the defendant company entered a plea of guilty to the information, and the court imposed a fine of \$10.

PEANUT A COFFEE SUBSTITUTE

According to a recent report of the Japanese military administration at Tsingtau on the peanut industry of Shantung Province, China, the immense increase in peanut production to more than 100,000,000 pounds yearly has been partly due to the discovery that the Shantung peanut, after baking, makes an agreeable substitute for coffee, and that it may be mixed satisfactorily with cocoa and chocolate. Peanut oil, the report states, is a good substitute for olive oil and for various culinary purposes.

CALIFORNIA CHILE PEPPERS

It is reported that 1,600 acres have been planted to chile peppers in the Garden Grove district of California, and the crop is said to be worth \$300,000. Most of the crop will be dried at home this season and shipped direct to the East.

PATENT AND TRADE MARK SERVICE

¶ A Department giving the latest information from the United States Patent Office on patents and trade marks. ¶ Subscribers and advertisers may consult this bureau without charge except that postage for reply must accompany all inquiries; there are no fees for trade mark searches.

(Address all communications Patent and Trade Mark Service, THE TEA AND COFFEE TRADE JOURNAL)

PATENT OFFICE RECORD

Patents Granted, Applications Made for Trade Mark Registration, Certificates Issued, Labels and Prints Registered, Renewals and Cancellations of the Month

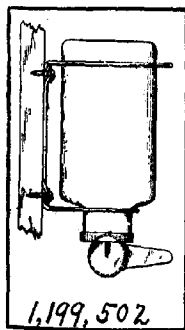
[SPECIAL CORRESPONDENCE]

WASHINGTON, D. C., Nov. 1, 1916.

HERE follows a record of the activities of the United States Patent Office during three weeks of October, in so far as they apply to the tea, coffee, spice and general grocery trades:

PATENTS GRANTED

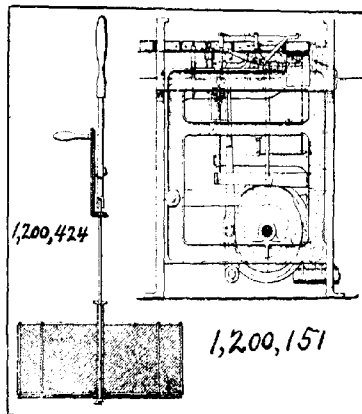
1,199,502. Coffee Canister. Edward Schuyler and Charles R. Seybert, Syracuse, N. Y.—In a measuring device for canisters, the combination with a rotatable cylindrical measuring cup having an opening to receive the contents of the canister and a handle for manipulating the cup; of a de-



PATENT RECENTLY GRANTED OF INTEREST TO THE TEA AND COFFEE TRADE

detachable cap for closing the mouth of the canister, this cap having a central perforation and an integral arc-shaped guard depending from one margin of perforation; this guard having a curvature corresponding to that of the cup and comprising an external bearing for the cup when the latter is rotated; means for holding the cup part

way in the perforation and in operative engagement with the guard, and for discharging the contents of the canister after the opening in the cup passes below the free end of the guard; and means for holding the cup in frictional contact with the detachable cap. (Illustrated.)



PATENTS RECENTLY GRANTED OF INTEREST TO THE TEA AND COFFEE TRADE

1,200,151. Automatic Weighing Apparatus. Edward G. Tremaine, Hackensack, N. J., assignor to Automatic Weighing Machine Company, Newark, N. J. A weight-testing apparatus comprising a shelf and means for delivering packages thereto, two scales each provided with a package support, the package supports being located on opposite sides of and adjacent to the shelf; means for transferring successive packages from shelf to package supports in alternation; means for holding each package support in elevated position while a package is being transferred thereto; a push rod co-operating with each package support; means for reciprocating each push rod over the corresponding package support in a direction transverse to the path of movement of the packages from shelf to package supports; beam clamps co-operating with the respective scales; and means for operating each clamp after the corresponding scale beam has poised. (Illustrated.)

1,200,424. Coffee-Roasting Device. Martin S. Kenney, New Orleans. A coffee-roasting device comprising a frame, a perforated cylinder revolvably supported by the frame, the cylinder having an opening in the bottom thereof; means for revolving cylinder; a valve or gate for closing the opening in the bottom of the cylinder; an operating device for valve or gate extending upwardly above the level of the cylinder; and means connected with the frame whereby the device may be suspended to submerge the receptacle within a liquid roasting bath. (Illustrated.)

TRADE MARKS REGISTERED

Here is a list of trade marks which have been registered and for which certificates have been issued:

"Banquet." Trade Mark No. 112,903. Owner, T. P. Jones & Co., New York. Used on coffee. First use, 1889.

"Aristocratic." Trade Mark No. 112,909. Owner, Lekas & Drivas, New York. Used on olive oil. First use, May 12, 1916.

Registered October 3, 1916.

"Ronolac." Trade Mark No. 113,022. Owner, William Cruger Cushman, New York, assignor to C. J. Van Houten & Zoon, New York. Used on a drink composed of cocoa, milk and sugar. First use, March 31, 1916.

"Fort Snelling" and representation of a fort. Trade Mark No. 113,048. Owner, Foley Bros. & Quinlan, Inc., St. Paul, Minn. Used on table sauce, chilli sauce, salad dressing, prepared mustard, catsup, vinegar, chocolate, cocoa, poultry seasoning, peanut butter, sage, marjoram, savory, thyme and other food products. First use, September 1, 1907.

"Gopher" and figure of a gopher. Trade Mark No. 113,049. Owner, Foley Bros. & Quinlan, Inc., St. Paul, Minn. Used on soda, baking powder, cream tartar, table salt, ammonia and gluing. First use, September 1, 1903.

"Kake Kan." Trade Mark No. 113,065. Owner, H. P. Coffee Co., St. Louis. Used on coffee. First use, February 15, 1916.

"Old Southern." Trade Mark No. 113,066. Owner, Joseph Hamilton, Chicago. Used on salad dressing. First use, April 28, 1916.

Head of an Indian wearing a burnoose and hand holding tray on which is standing a coffee pot and cup and sugar bowl. Trade Mark No. 113,069. Owner, Hanley & Kinsella Coffee & Spice Co., St. Louis. Used on roasted coffee. First use, July 8, 1915.

"Robidoux Hotel" and building. Trade Mark No. 113,118. Owner, Nave-McCord Mercantile Co., St. Joseph, Mo. Used on coffee. First use, January 1, 1913.

"Opler Brothers" and representation of a boy seated on a cacao pod pouring cocoa into a cup. Trade Mark No. 113,123. Owner, Opler Bros., Inc., New York. Used on cocoa and chocolate. First use, July, 1915.

"Loyalty." Trade Mark No. 113,125. Owner, Leonard G. Page, St. Joseph, Mo. Used on coffee, tea, spices and flavoring extracts for foods. First use, May 18, 1916.

"Avandale." Trade Mark No. 113,139. Owner,

W. S. Quinby Co., Boston. Used on coffee. First use, September 1, 1915.

"Morning Call." Trade Mark No. 113,176. Owner, Frances S. Smith, Boston. Used on coffee. First use, January, 1908.

"Unico." Trade Mark No. 113,185. Owner, United Coffee Growers' Corporation of Brazil, New York. Used on coffee, tea and spices. First use, November 15, 1914.

Representation of a burro. Trade Mark No. 113,196. Owner, Antonio Vianna, Schenectady, N. Y. Used on coffee. First use, January 15, 1916.

"Royal Club" and picture of a prince. Trade Mark No. 113,212. Owner, Worden Grocer Co., Grand Rapids, Mich. Used on coffee. First use, January 3, 1916.

"Good Fellow." Trade Mark No. 113,227. Owner, Chase & Sanborn, Boston. Used on coffee. First use, June 16, 1916.

"Coronation." Trade Mark No. 113,230. Owner, Cobb, Bates & Yerxa Co., Boston. Used on coffee. First use, April 10, 1910.

"Bonny Best." Trade Mark No. 113,283. Owner, Monmouth Seed Co., Matawan, N. J. Used on tomato catsup. First use, July 1, 1910.

"Moss Rose" and representation of a moss rose. Trade Mark No. 113,284. Owner, Monmouth Seed Co., Matawan, N. J. Used on tomato catsup. First use, July 1, 1911.

"Silbro" and a partial ellipse. Trade Mark No. 113,294. Owner, Rome Importing Co., New York. Used on salad oil pressed from cotton seed. First use, February 15, 1912.

"Hunter" and representation of a man taking aim at something in the distance. Trade Mark No. 113,295. Owner, Rome Importing Co., New York. Used on olive oil. First use, June 15, 1914.

"Reliance." Trade Mark No. 113,308. Owner, Smith Lichty & Hillman Co., Waterloo, Iowa. Used on coffee. First use, September 1, 1903.

"Southern Comfort." Trade Mark No. 113,310. Owner, Steinwender-Stoffregen Coffee Co., St. Louis. Used on roasted coffee. First use, June 14, 1916.

"Well-Maid" and representation of a maiden carrying a jug on her shoulder. Trade Mark No. 113,322. Owner, Well-Maid Confection Co., Inc., New York, N. Y. Used on candy, cocoa and chocolate. First use, May 1, 1916.

Registered October 10, 1916.

LABELS REGISTERED

This is a record of labels which have been registered and for which certificates have been issued:

"North Pole Tea. Best Tea in the World. Joseph Schlacht." Label No. 19,647. Owner, Joseph Schlacht, New York. Used on tea.

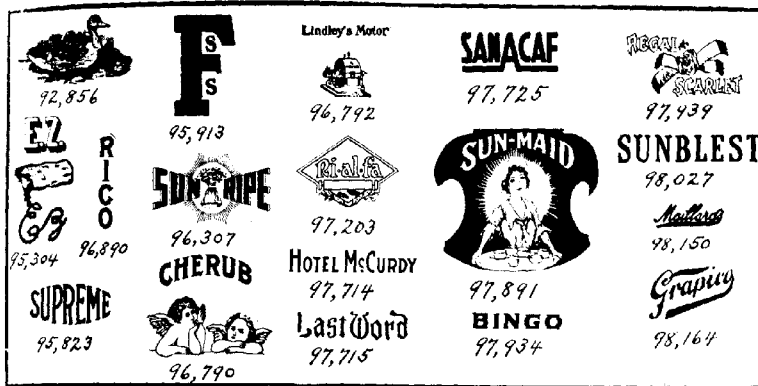
Registered on October 3, 1916.

"Street's Grape Fruit Juice." Label No. 19,658. Owner, Florida Fruit Products Co., Haines City, Fla. Used on grape fruit juice.

"Grapico." Label No. 19,660. Owner, J. Grossman's Sons, New Orleans. Used on a grape drink.

Registered October 10, 1916.

No labels registered covering tea, coffee, etc., under date of October 17, 1916.



TRADE MARKS PENDING IN THE UNITED STATES PATENT OFFICE

PRINTS REGISTERED

"Bevo." Print No. 4481. Owner, Anheuser-Busch Brewing Association, St. Louis. Used on Bevo. Registered October 3, 1916.

No prints registered covering coffee, tea, etc., under dates of October 10 and 17, 1916.

TRADE MARKS PENDING

The following trade marks have been favorably acted upon. Any person who believes he would be damaged by the registration of a trade mark, may within thirty days enter opposition to prevent the proposed registration. All inquiries pertaining to these marks should be addressed to THE TEA AND COFFEE TRADE JOURNAL, 79 Wall street, New York City:

WEEK ENDING OCTOBER 3, 1916

Representation of a duck. Serial No. 92,856. Owner, Drake & Co., Easton, Pa. Used on catsup, coffee, mustard, rice, vinegar and other food products.

"F S S." Serial No. 95,913. Owner, Bernard Berg, Denver. Used on syrups for food flavoring purposes.

"Cherub" and picture of two cherubs. Serial No. 96,790. Owner, Lindley & Co., Sacramento, Cal. Used on olive oil, spices, vinegar, coffee, tea and other food products.

"Lindley's Motor" and picture of a motor bearing the words "A Mover." Serial No. 96,792. Owner, Lindley & Co., Sacramento, Cal. Used on coffee and tea.

"Ri-Al-Fa" and design. Serial No. 97,203. Owner, The American Alfalfa Products Co., Denver. Used on tea, candy, wafers and crackers.

"Hotel McCurdy." Serial No. 97,714. Owner, Parsons & Scoville Co., Evansville, Ind. Used on coffee.

"Last Word." Serial No. 97,715. Owner, Parsons & Scoville Co., Evansville, Ind. Used on coffee.

WEEK ENDING OCTOBER 10, 1916

"E. Z." Serial No. 95,304. Owner, Arturo Gonzalez, New York. Used on coffee extracts.

"Sunripe" and representation of a sheaf of wheat. Serial No. 96,307. Owner, Utah Cereal Food Co., Ogden, Utah. Used on coffee substitutes and other food products.

"Rico." Serial No. 96,890. Owner, The W. K. Jahn Co., Chicago. Used on flavoring extracts and compounds for food purposes, emulsions, true fruit and imitation flavors for food purposes and other food products.

"Regal Scarlet" and representation of ribbon and seal. Serial No. 97,939. Owner, R. C. Williams & Co., New York. Used on grape juice.

WEEK ENDING OCTOBER 17, 1916

"Supreme." Serial No. 95,823. Owner, Morris & Co., Chicago. Used on chilli sauce, peanut butter and other food products.

"Sanacaf." Serial No. 97,725. Owner, Whole Wheat Coffee Co., Inc., Mount Vernon, N. Y. Used on a coffee substitute made of wheat.

"Sun-Maid" and picture of a maid carrying a tray. Serial No. 97,891. Owner, The Brundage Bros. Co., Toledo. Used on coffee, peanut butter, tea and salted peanuts.

"Bingo." Serial No. 97,934. Owner, The Stowell Coffee Co., Cincinnati. Used on coffee.

"Sunblest." Serial No. 98,027. Owner, C. D. Kenny Co., Baltimore. Used on coffee.

"Model" and letter M. Serial No. 98,053. Owner, Model Pickle & Vinegar Works, Tacoma, Wash. Used on tomato catsup, sweet pickles, sour pickles, dill pickles, chow-chow, sweet India relish, cider vinegar, distilled vinegar, pickled onions and prepared mustard.

"Maillard's." Serial No. 98,150. Owner, Henry Maillard, New York. Used on powdered and cake chocolate, cocoa, candy and bonbons.

"Grapico." Serial No. 98,164. Owner, J. Grossman's Sons, New Orleans. Used on grape beverage.

TEA AND COFFEE RESEARCH BUREAU

A department of scientific research under the editors' direction in which will be found short, popularized reviews of current and older works of a physiological-chemical character, fugitive paragraphs, references and articles dealing with the history, pharmacology and technology of tea, coffee and spices.

CALORIES IN A CUP OF COFFEE

Although the National Beverage is Chiefly a Stimulant
the Customary Addition of Milk and Sugar
Makes Its Food Value Quite High

By F. HULTON FRANKEL, Ph. D.

WHILE it has been stated with truth that there is very little in coffee that has actual food value, and that the chief rôle of coffee in the human economy is that of providing stimulation, together with a certain amount of pleasurable sensation, attention should be called to the cup of coffee as a vehicle for true nutriment. We have often observed that some people were quite content to make a cup of coffee and a few slices of toast do for a meal; and unless one takes the trouble to calculate the true food value of such a repast, he might be inclined to regard such a meal as wholly inadequate. Like all machines, the human body needs fuel, and the need for fuel is expressed in the number of heat units the body requires in order that it may function properly. The unit for all heat measurements is the calorie. For most purposes the small calorie representing the amount of heat necessary to raise the temperature of one gram of water one degree centigrade is employed. One gram is about one-thirtieth of an ounce and one degree centigrade is practically two degrees on the ordinary Fahrenheit thermometer. For physiological purposes the unit used is the large Calorie, which is one-thousand times as great as a small calorie, or, in other words, which would raise the temperature of 1,000 grams of water one degree centigrade, or, in more familiar language, raise the temperature of one quart of water almost two degrees Fahrenheit.

In expressing the food value of a given substance it is customary to state how much heat it would yield if it were burned up completely, either within or without the body. The exact need for food may be calculated from the measurements of Atwater and Benedict, who de-

termined just how much heat the body produced under different conditions. For example, they showed that when the body is at rest it produced an amount of heat equivalent to 24-26 Calories per kilogram (a little over 2 pounds) of body weight in 24 hours, and that in muscular effort this heat output rose, depending on the amount of work done. If we calculate for the normal individual of 70 kilograms (150 pounds) body weight, we find that in rest the heat output, or metabolism, is between 1,700 and 1,800 Calories per day. In normal activity the metabolism rises to 2,500 Calories per day. People doing much manual labor have even higher heat outputs, rising in some cases to over 3,500 Calories.

MILK AND SUGAR ADD FOOD VALUE TO COFFEE

To return to the cup of coffee, we find that, despite the fact that coffee itself has no true food value, still it acts as a vehicle to carry enough sugar and cream or milk to bring its food value quite high. An average cup of coffee is about 250 cc. of liquid, and it is very seldom that this amount of coffee is taken black. For each 250 cc. of coffee there is usually added about 20 cc. of milk or cream. When we consider that milk contains 4.0 per cent fat, protein 3.3 per cent, lactose 5 per cent and inorganic constituents 0.7 per cent, and that cream contains 2.5 per cent protein, 18.5 per cent fat, 4.5 per cent lactose, and that all the fat and all the carbohydrate is burned by the body, it is easily seen that the calorific value may become quite high. In addition to the lactose in the milk and cream, we add cane sugar. One lump of "Crystal Domino" sugar weighs about 10 grams and one gram of sugar supplies 4 Calories, so that if we only use one lump we have supplied the body with 40 Calories; and when we consider that most people use two lumps, we can readily see that coffee acts as a carrier of a large number of calories. Another use of coffee may be mentioned at this point. In many cases where it is necessary to take milk the taste of the milk is unpleasant, and by adding a large quantity of

to a small quantity of coffee a pleasant effect is given and also a larger calorific intake is supplied. Lusk and Gephart recently made some analyses in their study of foods sold in restaurants, and they find that the calorific value of a cup of coffee is quite high. There were, unfortunately, no analyses of cups of tea, but such results would probably show that tea was as good a vehicle as coffee.

The accompanying figures show the number of calories obtained from one portion of the various foods as they are served in Childs's restaurants, and what the cost would be if the daily normal requirement of 2,500 Calories were furnished entirely by that article.

CALORIES IN FOODS AND THEIR COST		
ARTICLE	Calories in One Portion	Cost for 2,500 Calories
Coffee	195.5	\$.84
Tea	247.5	.50
Milk	145.3	.86
Butter	290-300	.40-.65
Egg	150	.83
Soup	75-100	2.50-3.33

It will be seen from these figures that the cup of coffee provides a source of nutrition that is very reasonable in price and that, compared with milk and soup, is quite an inexpensive food. This, in addition to the fact that it possesses stimulating properties and a delightful flavor and taste, should recommend it as a beverage once more to all who are interested in the scientific and economical planning of the dietary of man.

RUNKEL'S COCOA ANALYSIS

An interesting report has been made by the Housekeepers' Bureau of *The Forecast Magazine* on Runkel's Cocoa. It is as follows:

COMPOSITION—"Pure cocoa."

FOOD VALUE—"High in all food elements."

PURITY AND CLEANLINESS—"A pure, clean, high-grade cocoa, made of the best selected raw materials in a thoroughly sanitary factory. Contains no adulterants, no cheapeners or harmful ingredients."

REMARKS—"This cocoa makes a delicious and nourishing beverage that produces no deleterious effects. Wholesome for children. An honest product in every respect. Honestly made and sold."

MEXICAN COFFEE TRADE HINDERED

A special correspondent writes from Vera Cruz that the revolutionary disturbances in Mexico continue to act as an adverse factor by hindering the picking, transporting and marketing of coffee, and by taking away all incentives to plant new trees.

COFFEE CARDS IN AUSTRIA

The long-dreaded restriction in the use of coffee—which is to Vienna what beer is to Munich—has come at last, bringing coffee cards entitling each person over four years of age to half a pound of coffee a week, and confiscation of all the coffee now on hand to prevent hoarding.

The Government order announcing the step contains one saving clause, however. It exempts from restriction the supplies needed by restaurants and coffee houses. Which means that Vienna will still be able to pursue its favorite pastime of sipping coffee, "black" or "brown," on the sidewalks in front of the innumerable resorts that line every boulevard and street.

Each coffee store, wholesale and retail, has been required to notify the authorities of its exact supply of coffee over 100 kilograms (220 pounds). The excess is then subject to the control of a "coffee central." Coffee cards issued in one district cannot be used in another.

ECUADOR CACAO AND COFFEE

The July price of \$12.71 per 100 pounds for arriba superior cacao was maintained by the Agricultural Association of Ecuador during August, as that body received and shipped most of the cacao, the exporters buying only what was absolutely necessary to fill orders. The shipments for the month were: To France, 1,443,507 pounds; to Spain, 512,647 pounds; to the United States, 5,200,278 pounds; total, 7,156,432 pounds.

The coffee market was firm, with prices advancing, first grade being quoted at \$7.63 and second grade at \$7.20 per 100 pounds. The shipments were as follows, in pounds: To Chile, 991,885; France, 61,815; Italy, 102,935; Panama, 41,085; Spain, 56,600; total, 1,254,320 pounds.

SICILIAN NUT TRADE

The outlook for the 1916 almond crop in Sicily is 350,000 bags of 220 pounds each. October shipments, f. o. b. Sicilian ports, were quoted at \$24.35 to \$28 per 112 pounds. This year's filbert production is estimated at 100,000 bags. The quotation for October delivery is \$9.70 per 100 pounds. The new pistachio crop is poor. The latest prices quoted are \$6.67 per pound on the 1915 crop and \$8.1 on the 1916 crop, f. o. b. Sicilian ports.

THE MOST RELIABLE SOURCE OF INFORMATION

E. W. STILES, Stiles-Pellens Coffee Company, 41 Vine street, Cincinnati, Ohio, writes: "I am a regular subscriber to THE TEA AND COFFEE TRADE JOURNAL, and must say that it is the most reliable source of information that I can find, and on the strength of that I am enclosing herewith my check for one dollar, for which please mail me a copy of Ukers' Tea and Coffee Buyer's Guide at once."

ACCIDENT TO G. W. TOMS

Secretary of National Coffee Roasters' Association
Loses Part of Foot and Is Hurt Internally in Train
Mishap at Haverford, Pa.

THE many trade and social friends of G. W. Toms, secretary of the National Coffee Roasters' Association, were shocked when they learned that on October 10, while on a business trip to Bryn Mawr, Pa., he had met with a serious railroad accident. Indeed, according to the statement of Thomas M. Royal, of Bryn Mawr, who had left Mr. Toms just prior to the accident, the latter's escape from death was well-nigh miraculous.

Mr. Toms had been calling upon Thomas M. Royal and intended to take the 7 P. M. train

his body had been dragged a considerable distance.

Mr. Royal rushed the injured man to the Bryn Mawr Hospital, where it was found necessary to amputate the toes and front part of his left foot.

President Ross W. Weir, of the association, returned from a month's holiday on the day preceding the mishap to Mr. Toms. Upon learning of the accident Mr. Weir went to the Bryn Mawr Hospital. He found Mr. Toms suffering from internal injuries in addition to the crushing of his foot, but the patient was courageous and cheerful through it all. On November 2, Mr. Toms was reported as slowly recovering, but was not expected to leave the hospital for two or three weeks.



G. W. TOMS

Secretary, National Coffee Roasters' Association

back to New York. Mr. Driver, of Mr. Royal's office, expected to go as far as Philadelphia with him. After the office closed at 5:30 Mr. Royal drove Mr. Toms and Mr. Driver around in his car, showing his visitor the Bryn Mawr residences and Haverford College. They reached Haverford station with no time to spare. Mr. Driver and Mr. Toms both jumped out of the car while Mr. Royal was turning it around and ran for the train, which was already in motion. Mr. Royal had started down hill from the station when the accident occurred. The train was not traveling rapidly. Mr. Driver stepped on the rear platform of the first car and Mr. Toms attempted to do the same thing, but he missed the hand rail, and was drawn in between the rear of the first coach and the front of the second one, which knocked him into the space between the rails and the station platform. Mr. Driver pulled the emergency rope and the train stopped, but not before one of the car wheels had passed over Mr. Toms' foot and

WHO'S WHO IN THE TRADE

An Appreciation of Frank S. Eastty, Manager of the
G. Washington Coffee Sales Company, New York

FIVE years ago a man who knew scarcely anything about the coffee trade, having spent his business career as a flour and cereal salesman, took hold of an innovation which had been on the market for about a year but was making headway slowly, and in a comparatively short time succeeded in girdling the globe with this product and in making its merits known to thousands of housewives everywhere. This man was Frank S. Eastty, who put G. Washington's Refined Coffee "on the map," a thing which many in the trade believed impossible. Without the sales promoting genius of Mr. Eastty, the inventor's fourteen years of effort to produce a successful refined and concentrated coffee might have gone for nothing, for it is one thing to discover a new and useful process, but quite another and even more difficult problem to make that process commercially profitable.

Mr. Eastty was born in Montreal, Canada, on September 11, 1865; came to Brooklyn at an early age, and was educated in the latter city. Curiously enough, his first position was in the trade in which long years afterwards he was to become a leader. After three years with A. F. Dohrman, coffee, tea and sugar broker, 93 Wall street, New York, Mr. Eastty sold flour for nine years for the Jones Mill, now a part of the Hecker-Jones-Jewell Milling Company. Then he became a salesman for the Quaker Oats Company, calling on the grocery trade for sixteen years. In 1911 he became manager of the G. Washington Coffee Sales Company, sole selling agency for G. Washington's Refined Coffee.

Easty's politics have not been ascertained, but it is thought that he must be a believer in some of Roosevelt's doctrines, for he has three sons and three daughters. His only pastime is his sport, in which he loves to skim over the waters of Great South Bay, Long Island.

His success has not turned his head, and he is one of the most democratic and approachable of men. He possesses a pleasing personality and is universally well liked.

MAINLY ABOUT PEOPLE

News About Men in the Trade at Work and at Play

F. G. VARRELMANN, formerly with I. W. Vanderhoef & Co., New York, has been appointed manager of the New Orleans office of C. E. Dickford & Co., coffee brokers. Although a comparatively young man, Mr. Varrelmann has had a long career in the coffee trade. He has made several trips to Brazil, and is, consequently, conversant with the producing as well as the distributing end of the coffee business.

JOHN WITHERSPOON, of the Fort Smith Coffee Company, Fort Smith, Ark., was a New York visitor during the month. Mr. Witherspoon has a daughter attending school in New York, and this attraction is likely to bring him to the metropolis frequently from now on.

EARL COWAN, president and manager, the Earl Cowan Company, Los Angeles, visited New York in company with Mrs. Cowan during the latter part of October.

S. LEVY, coffee importer, of New Orleans, has applied for membership in the New York Coffee and Sugar Exchange.

D. E. FROMM, a member of the firm of Gontard & Co., coffee importers, New York, was a welcome Front street visitor during the month, upon his return from a four months' stay at McAllen, Tex. Mr. Fromm is a sergeant in the First New York Cavalry, N. G. U. S., and was called out for border duty on July 6. He visited New York on a brief furlough, expecting to return to his regiment about the middle of November. Although he lost some 30 pounds in weight, he says that he feels physically fit, and while his experience on the border has not been a particularly pleasant one he has no complaint to make.

THE UPLIFT CORNER

Helpful Thoughts and Verses that Make for Self-Reliance and Freedom, in Blending Sentiment with Business

LIFE

What am I, life? A thing of watery salt
Held in cohesion by unresting cells
Which work they know not why, which never halt;
Myself unwitting where their Master dwells.
I do not bid them, yet they toil, they spin
A world which uses me as I use them.
Nor do I know which end or which begin,
Nor which to praise, which pamper, which condemn.

So, like a marvel in a marvel set,
I answer to the vast, as wave by wave
The sea of air goes over, dry or wet.
Or the full moon comes swimming from her cave
Or the great sun comes north; this myriad-I
Tingles, not knowing how, yet wondering why.
—JOHN MASEFIELD, in *New York Sun*.

TRUTH

Until the facts are in their right order there is no truth.—ELWOOD HENDRICK, Stock Broker and Chemist.

GENIUS

Genius is only a little talent, tacked on to a mighty lot of work.—NETTIE HALL AUSTIN.

FRIENDS

We never know the true value of friends. While they live we are too sensitive of their faults; when we have lost them, we only see their virtues.—J. C. and A. W. HARE.

THE WORTHY LIFE

The law of worthy life is fundamentally the law of strife. It is only through labor and painful effort, by grim energy and resolute courage, that we move on to better things.—THEODORE ROOSEVELT.

TRUE GREATNESS

Life is made up of little things. It is but once in an age that occasion is offered for doing a great deed. True greatness consists in being great in little things.—GEORGE MACDONALD.

IDEALS

Ideals are like stars: You will not succeed in touching them with your hand, but like the seafaring man on the desert of waters, you choose them as your guides, and following them, you reach your destiny.—CARL SCHURZ.



THE TEA & COFFEE TRADE JOURNAL



REPRESENTING THE TEA, COFFEE, SPICE & FINE GROCERY TRADES

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H. DE GRAFF UKERS
Secretary and Treasurer

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Assistant Editor

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Advertising Manager

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The Associated Business Papers, Inc.; The New York Trade Press Association; The A. B. C. Grocery Press; The Advertising Club of New York; The Business Press Departmental of the Associated Advertising Clubs of the World; The National Editorial Association; Charter Member of the Audit Bureau of Circulations.

DOMESTIC CORRESPONDENTS: St. Louis—W. C. Howland, 1222 Wright Building; Washington—L. M. Lamm, 208 District National Bank Bldg.; San Francisco—G. P. Manchester, 88 First St.

LONDON: Thomas Reece, 34 Cranbourn Street; BERLIN—American Assn. of Commerce & Trade, 59-60 Friedrichstrasse. COLOMBO-CEYLON: The Ceylon Observer—A. M. & J. Ferguson.

OUR BUSINESS CREED

We believe the basic principle on which a trade paper should build is SERVICE—service to readers and service to advertisers, in a way to promote the welfare of the general public.

We believe in the application of the TRUTH to the editorial, news and advertising columns.

We believe in the utmost frankness regarding circulation.

We believe the highest efficiency can be secured through a CIRCULATION OF QUALITY rather than of quantity—that character and not mere numbers, should be the criterion by which the value of a publication should be judged.

We do not publish free reading notices or paid "write ups."

VOL. XXXI.

NOVEMBER, 1916.

No. 5

COFFEE BREWING AND GRINDING QUESTIONNAIRE

To further a scientific study of coffee grinding and brewing this paper is now conducting a questionnaire among our coffee roaster readers. Already scores of answers have been received showing many differences of opinion as to the trade meanings of the terms Fine Ground, Pulverized, French Drip Process and the Filtration method of making. The need of standards and for education among dealers as well as consumers becomes more apparent as the returns come in. As one prominent Western member of the National Coffee Roasters' Association put it, "I don't understand any of the questions involved."

We are not seeking to prove anyone right or anyone wrong in this investigation. We have no axe to grind; we have nothing to sell. We are simply trying to get a line on the consensus of trade opinion for the benefit of the trade as a whole. It will greatly facilitate our work if you will return the questionnaire blanks promptly.

PROGRAM

SIXTH ANNUAL CONVENTION OF NATIONAL COFFEE ROASTERS' ASSOCIATION Marlborough-Blenheim Hotel, Atlantic City, N. J., Nov. 14-17, 1916

BUSINESS SESSIONS

TUESDAY, NOVEMBER 14, 1916

MORNING SESSION—11 A. M.

Convention called to order by Ross W. Weir, president.
Invocation, Rev. John W. Williams.
Address of welcome by Hon. Harry Bachrach, Mayor of Atlantic City.
Response by J. O. Cheek, first vice-president.
President's report, Ross W. Weir.
Appointment of Convention committees.
Prologue of the program by B. C. Casanas.

AFTERNOON SESSION—2 P. M.

Address by L. J. Burnes, National City Bank of New York. "Dollar Exchange."
Reports of Branch Associations.
Reports of Standing Committees:
Legislation, Frank S. Fishback, Indianapolis, Chairman.
Membership, M. H. Gasser, Toledo, Chairman.
Finance, T. H. Green, Minneapolis, Chairman.
Traffic, Felix Coste, St. Louis, Chairman.
Developing Local Branches, Lewis Sherman, Milwaukee, Chairman.
Pure Food, Wm. B. Harris, New York, Chairman.
Better Methods of Coffee Making, Edward Alborn, New York, Chairman.
Pacific Coast, J. A. Folger, San Francisco, Chairman.
Speakers Bureau, J. O. Cheek, Nashville, Chairman.
Address by T. H. Green, Green & DeLaitre Co., Minneapolis. "The Bankruptcy Law."

WEDNESDAY, NOVEMBER 15, 1916

MORNING SESSION—10 A. M.

Address by Wm. Bayne, Jr., president, New York Coffee and Sugar Exchange. "Harmony of Trade Relations."
Address by Theo. F. Whitmarsh, president, National Wholesale Grocers' Association.
Address by Edward N. Hurley, chairman, Federal Trade Commission.
Address by Carl L. Alsberg, chief of the Bureau of Chemistry, Washington, D. C.
Address by Floyd W. Robison, vice-presi-

dent, The Detroit Testing Laboratory, Detroit. "What Do We Know About Coffee?"

AFTERNOON SESSION—2 P. M.

Address by John H. Schaefer, president, National Association of Retail Grocers.
Address by W. K. Gill, Stone-Ordean-Wells Co., Duluth, Minn. "Recognizing the Retail Grocers' Share of the Coffee Business."
Address by Paul M. Haserodt, vice-president, The Widlar Co., Cleveland. "Our Retail Distributor."
Report by Frank R. Seelye, Chicago, chairman, Retail Grocers' Problem Committee.
General Discussion.

THURSDAY, NOVEMBER 16, 1916

MORNING SESSION—10 A. M.

Address by C. C. Parlin, The Curtis Publishing Co., Philadelphia.
Address by Geo. E. Myers, Ph. D., New York. "Bringing Great Industries to the Schools by Means of Motion Pictures."

EXECUTIVE SESSION

Report of Joint National Advertising Campaign Committee. Read by F. J. Ach.
General Discussion.

AFTERNOON SESSION—2 P. M.

Address by R. T. Snodgrass, N. W. Ayer & Son. "Advertising Coffee Nationally."

EXECUTIVE SESSION

Discussion of Report of National Advertising Campaign Committee.

FRIDAY, NOVEMBER 17, 1916

MORNING SESSION—10 A. M.

Address by Carl W. Brand, The Widlar Co., Cleveland. "The Increased Cost of Conducting a Wholesale Coffee Roasting Business."
Address by G. E. MacElwain, Babson's Statistical Organization, Wellesley Hills, Mass. "Co-operation the Way Out for Business."
Business Meeting—Roll Call and Reading of Minutes.
Reports of Officers.
Unfinished Business—New Business.
Reports of Committees.
Election of Officers and Directors.
Report of Next Convention Committee.

THE BANQUET

Annual banquet, Marlborough-Blenheim Hotel, Wednesday, November 15, 7:30 P. M.
Speakers—Dr. Domicio da Gama, U. S. Ambassador from Brazil; James F. Fielder, Governor of New Jersey; Edward C. Stokes, ex-Governor of New Jersey; George S. Graham, Member of Congress from Pennsylvania.

ENTERTAINMENT FEATURES

Monday, November 13, Golf Tournament, Sea View Golf Club. Tuesday evening, November 14, Theatre Party at the Apollo Theatre, followed by supper and entertainment at the Hotel Traymore. Thursday afternoon, November 16, Ladies' Card Party, 3 P. M., at Marlborough-Blenheim Hotel. Refreshments served at 5 P. M. Thursday evening, November 16, Dancing in the ballroom of the Marlborough-Blenheim Hotel, from 9 to 12:30 P. M.

MISCELLANEOUS TRADE NEWS

¶ A Department Covering the Activities and Developments of the Manufacturing Tea, Coffee, Spice and Fine Grocery Interests and the Supply Trades

THE DAY OF THE MOTOR TRUCK

How the Commercial Automobile Is Working Out In the Wholesale Coffee and Grocery Trades—

Opinions from Users in This Field

IT is only within the past few years that motor trucks have been used to any extent by wholesale coffee roasters and grocers. Even to-day coffee packers are not utilizing motor delivery to the same extent as other trades.

For the purpose of ascertaining if the motor truck can be used to advantage by the coffee and grocery trades, THE TEA AND COFFEE TRADE JOURNAL recently conducted an investigation among users of trucks in this field. The result of this inquiry would indicate that motor trucks are considered a necessary adjunct to the up-to-date coffee and grocery establishment, just as important in their way as the elevator or modern packaging equipment.

While the necessity for motor trucks is generally acknowledged, there seems to be a difference of opinion as to the cost of up-keep. Many contend that the expense of maintaining auto trucks is in excess of that of horses and wagons. It is interesting to note, however, that in spite of these contentions, none of the firms addressed would consider reverting to the old-style delivery methods.

For the benefit of those of our readers interested in the question of motor delivery, we here present some of the views expressed by users of trucks in the wholesale coffee and grocery trades.

MAKE FOR BETTER SERVICE

The William Edwards Company, wholesale grocer, Cleveland, Ohio, purchased its first truck, a White, last April. This firm now uses a total of ten trucks. As to their experience with motor delivery, H. R. Edwards, of this company, has the following to say:

"We find that the automobile can take a larger load than a horse-drawn truck, and as a consequence we are able to make quicker deliveries.

When we send a horse and dray away in the morning we do not see it again until the following morning. On the other hand, the automobile is quite likely to return at noon, thus permitting the sending of another load.

"One of the marked advantages of the automobile is that chauffeurs in this city get \$20.00 a week, and generally have a helper. A teamster gets \$16.00. Because of these differences in wages we are able to secure higher grade men as drivers of the auto trucks than on the drays, and they handle our business better. There is less friction and better satisfaction to our retail customer."

L. F. Hersh & Bro., wholesale grocers, Elizabeth, N. J., operate sixteen auto trucks, included among them being three Atterburys, two Schachts, five or six Garfords and several Saurers. Most of these are 5-ton capacity. This firm has been utilizing trucks for about four years, starting with a Saurer. In answer to our question as to whether they had effected any economies through the use of motor trucks, Hermán Hersh, of this firm, replied as follows:

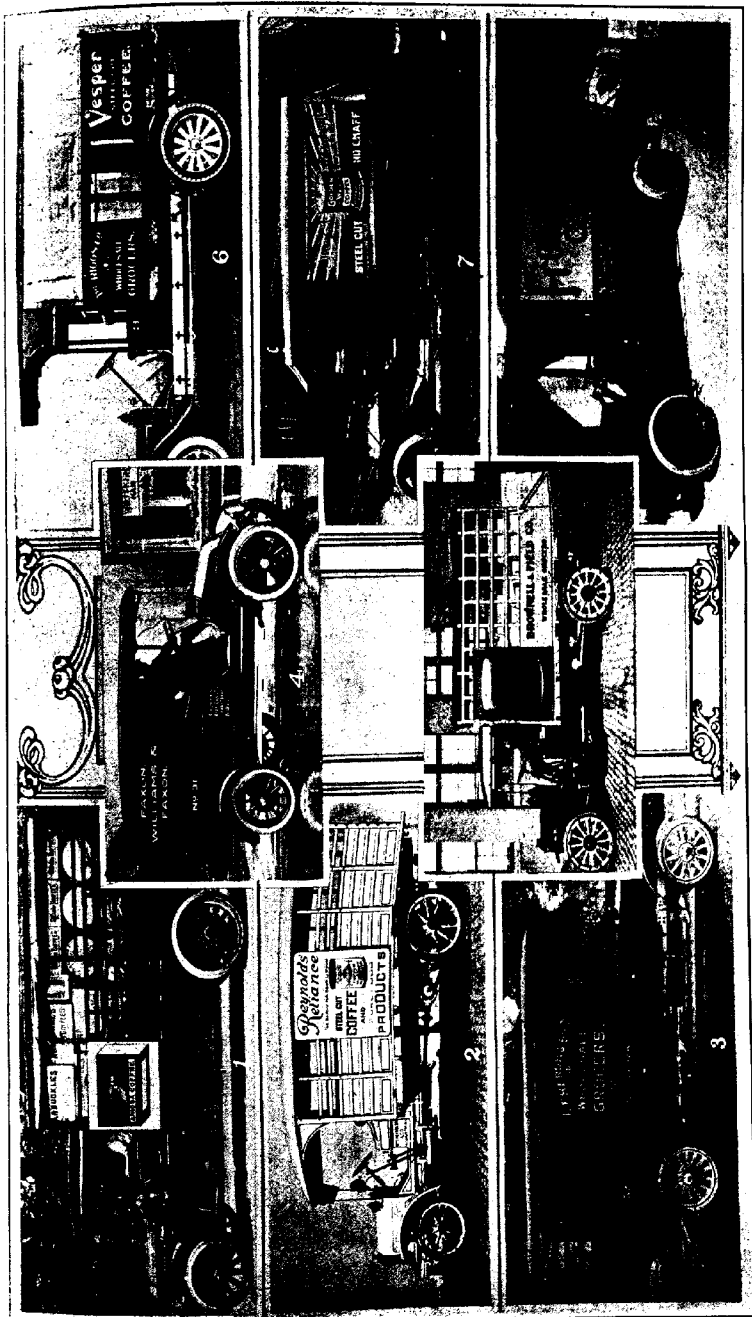
"Our experience thus far has proven that auto trucks have opened up considerable new territory for us that we could not have handled with horse-drawn vehicles. We find that the expense of running auto trucks is in excess of that of horse-drawn trucks, but, as stated, they have been a means of opening up much new and profitable sales territory."

SAVING TEN DOLLARS PER DAY

Closset & Devers, coffee packers, Portland, Ore., say:

"We have effected a saving through our auto delivery methods. The autos cost us for gas, oil, garage and insurance about 25 per cent less than the up-keep of our teams. We are saving \$10 per day on our outhauling—that is, the shipping of our goods by rail and steamer."

The Steinwender-Stroffregen Coffee Company, St. Louis, has operated Packard trucks for six years, and this firm states that the trucks have given good satisfaction and have brought about a saving over the cost of operating teams. This concern finds the motor truck particularly efficient during the winter months. It is during the winter season that sleet and snow make it slow traveling for the horse-drawn vehicle, while the motor

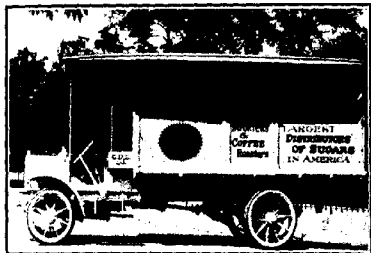


SOME OF THE AUTO TRUCKS IN DAILY USE BY PROMINENT COFFEE ROASTERS

The names of the above trucks and their owners are as follows: 1. "Packard," Atuckle Bros., New York; 2. "White," W. T. Reynolds & Co., Poughkeepsie, N. Y.; 3. "Atterbury," L. F. Hersh & Bro., Elizabeth, N. J.; 4. "Lippard-Stewart," Jackson, Williams & Jackson, Buffalo; 5. "Fell," The Rice Company, East Liverpool, Ohio; 6. "White," Closset & Devers, Portland, Ore.

truck gets over the ground with comparatively little difficulty.

J. R. Thomas' Sons, wholesale grocers, Youngstown, Ohio, operate three auto trucks and two horse-drawn vehicles. This firm finds that the trucks give better service on long trips, but that the horses are more economical in short hauls about the city. They find that the auto truck



A GOOD EXAMPLE OF THE TYPE OF TRUCKS USED BY COFFEE ROASTERS

enables them to give improved service to their retail grocer customers in neighboring towns, and state that they are positive that they would not be able to give as good service without trucks.

C. L. McLain Company, Massillon, Ohio, believes that the cost of maintaining motor delivery is in excess of that of horses and wagons, but they nevertheless would not be without the motor truck. As they put it, "The automobile gives service to our customers, and that is the keynote of business to-day, and is our reason for using them."

AUTOS ATTRACT HIGHER GRADE DRIVERS

Brownell & Field Company, Providence, R. I., another wholesale grocery concern that is utilizing automobiles, states that it has been operating three Federal trucks for some time, and has the following to say as to its experience with them:

"We probably could deliver the same number of goods with horses at a somewhat lower cost, but the deliveries would not be made as promptly and as satisfactorily. We find, as a rule, that the men who operate automobiles are of a somewhat higher grade than drivers of wagons, and consequently take more interest in our business and give better satisfaction generally. We believe our customers are better satisfied with our service than they were under the old method of delivery, and that we probably are getting more business as a result."

Seeman Bros., wholesale grocers, New York City, make use of both horses and auto trucks, and are gradually increasing their automobile equipment. They compare the relative merits of horse and automobile as follows:

"While we find that the horse-drawn vehicle is

about as cheap and less troublesome for short hauls, particularly in getting merchandise from the docks in this city, the automobile, on the other hand, has solved the problem of giving our customers in the distant parts of Greater New York a service which we could not give with horses and wagons. By the use of the automobile we have been able to increase our business considerably at more distant points. Before we used the automobile we had considerable trouble with our horses when deliveries were made at a distance, but since using the automobile we have been able to limit the distance that the horse must travel, and have further effected economies in the use of the horses and wagons."

A GREAT LABOR SAVER

The Riggs Company, wholesale grocers, East Liverpool, Ohio, points out that the auto truck offsets, in a measure, the present increased cost in labor, as it permits of economies in hiring help. "There is no doubt but that auto delivery has caused some increase in our business, owing to the quicker service we are able to give our customers," is the way this firm sums up its experience with auto delivery.

W. T. Reynolds & Co., Poughkeepsie, N. Y., who have used auto trucks for three years, say:

"We find that the greatest advantage of motor over horse delivery is the flexibility of service rendered by the motor truck."

The Acme Cash Stores, operating a chain-store system, with headquarters at Akron, Ohio, states that delivery costs have been cut in half through the use of the auto truck, and that a 3-ton truck will haul more in one load than two horse-drawn trucks and handle the goods in less time.



ILLUSTRATING THE EFFECTIVE USE OF THE TRUCK PANELS FOR ADVERTISING

AUTO TRUCKS A MOVING ADVERTISEMENT

It must not be forgotten that since the start of the European war the cost of maintaining horses has advanced considerably. Feed costs more and the price of horse flesh is decidedly higher. Then, too, the auto truck is always ready for work and feed bills are not mounting when it is idle.

FOR JAVA TEAS OF DIRECT IMPORT

WRITE TO

ROWLEY DAVIES & CO., LTD.

BATAVIA, JAVA

OR FENCHURCH HOUSE,
5, FENCHURCH STREET, LONDON, E. C.

IRWIN-HARRISONS & CROSFIELD, Inc.

Importers and Jobbers of Teas

PHILADELPHIA	NEW YORK	BOSTON	CHICAGO
50 So. Front St.	96 Wall St.	144 State St.	183 N. Wabash Ave.
London	Colombo	Calcutta	Batavia
		Shidzuoka	Daitotei
		Shanghai	Hankow
			Foochow

EPPENS, SMITH COMPANY

Importers and Jobbers

COFFEES and TEAS

267-269-271 Washington St., 103-105-107 Warren St.,
124 Front St., NEW YORK

SUMATRA COFFEE

FOR HIGH GRADE BLENDS

We are offering some choice lots.

Ask for Samples

Aside from the prestige gained through the use of auto trucks their value as moving advertisements should be considered. The panels of the cars can be used to good advantage for the display of brand names and other advertising matter. Publicity of this character will penetrate the far corners of the owner's territory.

While the cost of operating auto trucks, in some instances, may exceed that of horse-drawn vehicles, the majority of owners in this field seem to be of the opinion that the advantages of the automobile more than offset any added cost of maintenance.

The two most important factors in the successful conduct of the coffee business are quality goods and efficient service. Because auto trucks enable the coffee packer to render improved service they are likely to be used more and more in this field.

Among the prominent users of motor trucks in the coffee trade other than those mentioned in the foregoing are: New Orleans Coffee Company, New Orleans; Haworth & Dewhurst, Ltd., Pittsburg; Acme Tea Company, Philadelphia; C. D. Kenny Company, Baltimore; Arbuckle Bros., New York, and The Bour Company, Toledo.

INFORMATION FOR BUYERS

Pithy Suggestions as to Where to Buy to the Best Advantage

JABURG BROS. ADOPT NEW SALES PLAN

Jaburg Bros., New York, packers of "Imperator" brand coffee have lately changed the marketing methods on this popular package coffee. It is now being sold on the exclusive agency plan, the sale being limited to one dealer in each city or town.

A new style composite package has been adopted for this brand, and while the general appearance of the label is the same as before, certain alterations have considerably enhanced its appearance. Heretofore "Imperator" brand was packed in a paper bag.

The new package carries an unusual talking point, to the effect that because the coffees are well aged and free from impurities they can be used alike by the "healthy and the nervous."

This coffee will be demonstrated at the Food Show being held at the Twenty-second Regiment Armory, New York, November 6-18, 1916.

C. H. MIDDENDORF GETS NEW BRAZIL AGENCY

C. H. Middendorf, 93 Front street, New York, has secured the agency for the United States and Canada for A. do Amaral & Co., coffee exporters, Santos, Brazil. The senior member of the latter firm, who has been engaged in the coffee business in Brazil for many years as a commissario, entered the field as an exporter about a year ago, taking in as a partner Fred Simon, who has been dealing with roasters in the United States for some years and is familiar with their needs.

Mr. Middendorf believes that he has made an excellent connection, inasmuch as the firm has ample capital and is of good reputation. He hopes that this firm will in due time adopt a form of guaranteed contract, such as has been suggested by the National Coffee Roasters' Association.

According to Mr. Middendorf the shipments this firm has been making to the United States have been of particularly good quality, and buyers have shown a decided willingness to place further orders.

THE MARKETS OF THE WORLD

Latest News Letters from Staff and Special Correspondents in the Countries of Production and the Leading Foreign and Domestic Trade Centers

BRAZILIAN COFFEE SITUATION

Crop for 1916-17 Now Estimated at Less than 9,000,000

Bags—Prices Advancing—Freight Rate to United States \$2 a Bag

[SPECIAL CORRESPONDENCE]

RIO DE JANEIRO, Sept. 25, 1916.

FROM all present appearances Brazil's coffee crop for this year (1916-17) will not reach the expected figure. In 1915-16 the yield was 11,744,500 bags—a total exceeded only in 1906-7, when 15,392,200 bags were produced. While for some months it was held that the crop of this year would be a notable one and would amount to over 10,000,000 bags, it is now generally conceded that it will not reach the 9,000,000 mark.

As late as June favorable weather had prevailed; the coffee trees of the State of Sao Paulo were in fine condition, and everything pointed to an unusually good flowering in August; but some light frost was felt in the highland districts in

ANNOUNCEMENT

National Coffee Roasters' Association

Every Wholesale Coffee Roaster in the United States should make it a point to attend the sixth annual convention of the National Coffee Roasters' Association at the Marlborough-Blenheim Hotel, Atlantic City, N. J., November 14-17, 1916.

Whether you are a member or not, you need the fellowship with the men of your craft to be had at this meeting. You need the stimulus to bigger things which this meeting will give you.

You will get the benefit of the viewpoint of some of the keenest minds in the coffee industry.

Points covering many phases of your business will be thoroughly covered at this time.

Perhaps you are now wrestling with some perplexing business problem. You may find the answer at this meeting. Some one feature of the four days sessions is likely to more than repay you for the cost of the trip.

Co-operation is the order of the day. Co-operation can put the coffee roasting trade in the front rank of American industries, and keep it there. The National Coffee Roasters' Association stands for co-operation and increased efficiency in the coffee business.

Every Wholesale Coffee Roaster is cordially invited to attend this meeting.

ROSS W. WEIR, President.

July, and the rains ceased, so that the August flowering proved unusually weak. Again in early September there was a slight frost. The planters in the Southern States of Brazil are confident, however, that their improved methods of culture are steadily increasing the average crop of each succeeding year, although bad conditions may sometimes diminish the individual total of one particular year.

PRICES AND STOCKS

Prices appear to have been advancing steadily under the favorable predictions that were made some months ago. A singular condition is reported of prices abroad having advanced, but not on a par with the advances in the State of Sao Paulo, so that transactions are rendered difficult. It is said that many growers in the South are holding their crop until the consumers will be forced to buy at the planters' prices, and that price may go considerably higher if the droughts continue.

The stock in Santos, said to be a little over 2,000,000 bags, is not counted large for this season of the year. It is said that 25 per cent or less of this stock is what is known as "good roasting coffee," which is a very unusual situation.

FREIGHT RATES AN IMPORTANT FACTOR

Coffee freights to the United States stood in January of this year at 60 cents plus 5 per cent per bag. They gradually increased to \$2.20 plus 5 per cent, but subsequently dropped to \$1 plus 5 per cent in June and July. This was followed by an upward movement, which surprised many, and which is attributed to the shortage of the grain crop in the United States and consequent demand for bottoms on the Argentine route. Freights in early September were \$1.65 to \$1.80 plus 5 per cent per bag, and on one line of steamers \$2.

The question of ocean transport charges is one which the Santos exporter looks upon with considerable dismay. Space has to be engaged sometimes a month or two ahead, with all the attendant risks of a drop in the freight market or a fluctuation in the coffee market itself. A great many of the smaller dealers who are afraid of making pre-engagements sell their coffee cheap to stronger firms, in order to avoid this feature of the situation. All this affects the market adversely.

It is noted in Santos that a large number of the buyers in the United States are using dollar credits nowadays in lieu of the former sterling.

A. L. M. G.

TO AID PORTO RICO GROWERS

United States Departments of Commerce and Agriculture Co-operating with Coffee Planters to Increase Production, Reduce Price and Develop the American Market

[FROM A STAFF CORRESPONDENT]

WASHINGTON, D. C., Oct. 28, 1916.

SECRETARY of Commerce Redfield today told your correspondent that Garard Harris, of the Department of Commerce, will shortly visit Porto Rico to study the coffee growing and merchandising situation there, with a view to increasing the production and importation of Porto Rican coffee for the American market.

Secretary Redfield in the past few days had as callers Elias Wolff, president of the Porto Rico Chamber of Commerce, and S. C. Meade, of the Merchants' Association, New York, who suggested an inquiry by the Government in aid of the coffee industry. The Secretary stated he would co-operate in every way he could. To this end Mr. Harris is to spend some time on the Island, visiting all the coffee districts. In the meantime Secretary Redfield has called the attention of the Department of Agriculture to conditions in Porto Rico, in the hope that the department may be able to suggest to the coffee growers methods of intensive coffee cultivation and offer encouragement in the opening of new lands. The Secretary believes that there are too many middlemen in the merchandizing end of the business. There are two or three on the Island in addition to the planters and several in this country that share in the profits. The Secretary also believes that the difference in cultural preparation and roasting methods which have hitherto conspired to prevent the development of the Porto Rico business in this country are all matters that can be corrected, and that an educational propaganda among dealers and consumers is, certain to prove of benefit to the planters and exporters. L. M. L.

MERCHANTS' ASSOCIATION URGES ACTION

The visit of Messrs. Wolff and Meade to Secretary Redfield was the result of a recommendation of the Merchants' Association of New York that the attention of the Government be directed to present conditions in the coffee industry of Porto Rico, and to the fact that these conditions affect unfavorably trade between the United States and that island. The Merchants' Association would like to see some intelligent effort made to stimulate the coffee industry in Porto Rico, which it



By Special Appointment
Purveyors to the Royal Family
also the Betner Family

Coffee Plantations Limited
Bryn Maur, Pennsylvania

Orders now being booked
for early Spring Pickings

believes to be in a serious condition. The subject was brought to the attention of the association by the Chamber of Commerce of Porto Rico and by civil and religious officials of the Island.

SUPPORT OF CONGRESS SOUGHT

Porto Rico Chamber of Commerce to Ask Commercial Bodies Here to Influence Helpful Federal Legislation—Island's Governor Pledges Co-operation

[SPECIAL CORRESPONDENCE]

SAN JUAN, PORTO RICO, Oct. 25, 1916.

AT the annual meeting of the Porto Rico Chamber of Commerce, recently held at Aguadilla, most of the time was given over to a discussion of the problems of the coffee industry and possible remedies for putting that business on a better basis.

The Chamber authorized the sending of a representative to the United States to visit chambers of commerce and other business bodies there and tell them of Porto Rico coffee and the need of tariff protection. Elias Wolff, president of the Chamber, was assigned to take up this work. The business organizations of the United States will be asked to influence helpful legislation at Washington in behalf of Porto Rican coffee. It was the belief of most of the speakers that some sort of tariff protection was absolutely essential before that industry would again thrive.

A resolution asked that Secretary Lansing be presented with facts concerning the coffee business here, and that he be urged to seek concessions from Spain and Cuba for admission of the Island's coffee to both countries on a more favorable basis.

The financial difficulties under which the coffee planters are laboring were discussed at length. X. Mariani, president of the National Coffee Growers' Association, asserting that it was impossible for the grower to obtain crop loans from the banks.

Jose Benet offered a resolution requesting the National City Bank of New York to establish branches in Mayaguez and Ponce for the purpose of aiding the coffee growers, and the resolution stipulated that coffee crop loans should be made

on the basis of not to exceed 6 per cent interest. A committee was appointed to investigate conditions.

GOVERNOR TELLS WHY PLANTERS NEED HELP

In reply to a suggestion from the Porto Rico Chamber of Commerce, Governor Yager told Mr. Wolff, in part, as follows:

"This industry is a very important one for Porto Rico, for the reason that its benefits reach more directly than any other industry the people of the Island who are most in need of help, namely, the poorest laborers of the interior mountain districts. Moreover, the coffee industry is less centralized in the hands of great corporations than any other and more under the control of small farmers. This, of course, increases their helplessness, but is at the same time of great social importance. The coffee industry is the only large industry that has been in no way helped by the annexation to the United States; on the contrary, it has been rather injured than benefited by this political event. The growers of coffee are also lamentably exposed to the accidents and catastrophes of storm and weather conditions over which they have no control, and this has handicapped them in their efforts to increase their production and build up their industry. They need help; and helping them would also help greatly the economic independence, the purchasing power and the progress of the whole Island."

"I desire to assure you of my personal interest in this question which your Chamber has taken up, and my approval of your efforts to render aid, and I promise you every co-operation in my power, both personal and official."

HARWOOD HULL.

THE NEW YORK MARKETS

Special Market Reviews for "The Tea and Coffee Trade Journal"

NEW YORK, Nov. 1, 1916.

WITH the advance that has taken place in all food products, it is rather remarkable to note the little effect that this has had thus far on coffee prices. Although coffee cannot be classed as a food, yet it is so universally used as an article of diet that it is hard to explain why it has not responded to the general advance in prices. Without question the shutting off of the European markets is acting as a check to speculation, and it is the opinion of many that any pos-

PUREST AND BEST BAKING POWDERS

Cream of Tartar and Pure Phosphate

Buyers Private Brands at Attractive Prices

Also High Grade Cocos under Private Brands

MANHATTAN BAKING POWDER CO., 264 Spring St., New York

CONSUMER PREFERENCE FOR PACKET TEAS

That the consumer prefers to buy tea in packet form is becoming clearer each day.

The Supervising Tea Examiner in his recent Annual Report, states that 21% of the imports of tea is received in packages of less than 5 lbs.

In addition to this foreign-packed tea, there must be taken into account the host of tea houses and dealers all the way from importers to retailers that transfer tea from bulk into small packets of all sorts. A comprehensive study of the field convinces us that about 60% of the total imports, or three out of every five pounds, is sold in packets.

The consumer prefers to receive tea in this manner, not only because it is more sanitary and convenient, but also because the tea can be identified by trade mark or name when wanted again.

How important then is the matter of handling packet teas that are uniform in quality and have the appeal of fine flavor—teas that are Vacuum Cleaned and packed scientifically by expert methods?

All consumer requirements are covered in PEEK'S packet teas, and we have not overlooked adequate profits for you, Mr. Dealer.

WRITE TO-DAY

PEEK BROS. & WINCH
(America)

*Importers and Packers of PEEK'S PERFECT
TEA, also "Suntip," "Icicle," "Golf" and
"Magnum" Brands.*

Salesroom: 106 Wall St., New York

Main Offices,

Warehouses and Packing Plant:

Bush Terminal, Brooklyn, N. Y.

"Where the tea steamers dock."



**The Tea That Repeats—12
Blends—One Price.**

sibility of peace in Europe would result in a sharp advance in coffee quotations. Prices are lower than they were before the war broke out. A few weeks ago the market was given a little spurt as a speculative element developed, but it was quickly followed by a substantial decline, wiping out the advance thus made.

Apparently, planters are not worrying, as they have made money and are in position to carry the present crop, which is being very well taken care of. Large shipments early in the month increased the visible supply of Brazils here, and it is estimated that the output of Brazil coffee for the year will be between 12,500,000 and 13,000,000 bags. This amount, taken together with approximately 5,000,000 bags of mild coffees, would indicate a total production of approximately 18,000,000 bags, or slightly less than consumption.

Mild coffees are the weak feature. The stock of milds the first of the month was just about double that of a year ago. These coffees are, therefore, dull and heavy. The general reports from Central and South America, with the exception of Mexico, indicate a satisfactory crop of milds for this year.

Java coffees are practically off the market, and the warehouse supplies of all mat coffees have been materially reduced over a year ago.

Mocha coffees are now obtainable in fair quantity, and prices in consequence are somewhat easier.

TEA MARKET HAS UPWARD TENDENCY

The tea market early in the month was a dragging affair, taken as a whole. In some directions demand was fairly good, while in others absolutely no interest was shown, particularly by out-of-town buyers. Later in the month a decidedly better tone developed, with considerably more bidding on long lines. The growing scarcity of the cheaper grades is being felt.

Formosas are well held, and now that inquiry for this tea is beginning to appear prices are advancing. Russia has recently been a buyer for large quantities, and this has strengthened the foreign market.

There was a clean-up of green teas early in the month, and now that short lines and some undesirable chops are out of the way, the ideas of the seller have been materially strengthened.

Taking the market as a whole, it would seem to be an opportune time to secure supplies, as there is no likelihood of lower prices, and with a betterment of business conditions higher prices may be safely predicted.

BETTER GRADE OF SPICES SCARCE

The market is showing up well, as there has been an active demand, apparently based on increased consumption. There is a general scarcity of supplies, particularly of the better grades, and as the market is always active during the winter months it would seem as though stocks of all kinds were a purchase at prevailing quotations.

PEPPER—Very little change is noted here but the markets abroad are higher. With stocks as low as they are at present dealers can make no mistake in securing a quantity of all grades sufficient to carry them during the winter months.

CLOVES have been in fair demand, prices are steady with a tendency to advance.

PIMENTO—No change to be noted but prices are well maintained.

CASSIAS—Reports from abroad indicate a sharp advance in the various grades. Prices here for spot supplies are steady, but so far have not advanced. Apparently higher prices may be expected all along the line.

GINGERS—Demand has been rather light, prices in consequence showing very little change, possibly being a shade weaker.

MACE—Demand has shown material improve-

TEA COFFEE RICE

Merchandise of poor Quality is never cheap. It is economy to seek Standards of Quality.

Good goods are an asset that means Business Good Will—an asset built on Character and fair price.

Correspondence solicited—Wholesalers and Jobbers only.

M. J. BRANDENSTEIN & CO., 96 Wall St., New York

When Is The Largest Consumption of Coffee?

Experts generally agree that it is during the colder months of the year, although the summer months are large consuming periods.

But whether winter or summer is the larger seasonal consuming period, all agree that the best time is when the aroma is in the air and the flavor in the cup. Then, one cup is an invitation to another.

And it's no easy proposition to give the consumer the full deliciousness of coffee. It's a case of efficiency all along the line from selection of bean to package and the brewing.

American Can Company

Chicago

NEW YORK

San Francisco

With offices in the largest cities

ment, and although prices are steady it is probable that should the demand continue they will reach higher levels.

NOTES—Firm prices are certain, as the demand is increasing and all supplies are now very firmly held. They are, therefore, a safe buy at present quotations.

SALES AGENTS IN SOUTH AMERICA

American dealers in teas and coffees, who desire to reach out and make sales in Latin-American countries, are afforded this opportunity through The International Resident Buyers, 33 Union Square, New York, who have permanent representatives in all important trade centers in South America, natives of their respective territories and familiar with local conditions and customer's wants. The organization states that this arrangement offers decided advantages over those of the commercial traveler in South America.

The International Resident Buyers' only charge to concerns in the United States is a commission on sales. Full information as to selling plans and methods of representation will be supplied to all tea and coffee dealers who may be interested.

WOULD MISS IT EVEN IF NOT IN BUSINESS

A. N. VAUGHN, staple and fancy groceries, 30 Union street, Willimantic, Conn., writes: "While I am in business do not wish to be without the 'Blue Book.' It is so interesting, as well as valuable, along so many lines I believe I would miss it even if not in business. May you ever keep it at its present high standard."

SALIENT TRADE NOTES

At the recent Utah State Fair the large and comprehensive exhibit of the Hewlett Bros. Company, wholesale coffee roaster and dealer in teas, cocoas, spices, extracts, etc., attracted much attention and was awarded eight blue ribbons and other honors. The booth was in four sections: one devoted to "Luneta" teas and coffees, with six young ladies serving both beverages; another to the various styles and sizes of cans manufactured by the company, and the other two to demonstrating and sampling the products of Hewlett's new bakers' and confectioners' supply department.

H. C. Burdick, of the New York advertising firm of Burdick-Simpson Company, has organized the Old Mansion Products Company in Virginia to manufacture peanut products. He is now erecting a complete plant at Claremont-on-the-James, the equipment to include roasters for peanuts in the shell and shelled, and complete peanut-butter apparatus, furnished by Jabez Burns & Sons.

Holmes-Wildhofer-Hobart Company is the style of the firm which will open a grocery jobbing house in Omaha. They will be located at Eleventh and Howard streets. Mr. Holmes was formerly connected with Allen Bros. Company, New York. Mr. Wildhofer is from Lincoln, and Mr. Hobart has been in the grocery jobbing business in Duluth.

DANNEMILLER COFFEE CO. BROOKLYN-N.Y.CITY.

COFFEE—Roasted and Green

To Wholesale Dealers Only

CHARLES F. BLAKE

Importer and Jobber of Green Coffee

102 Front St.

Established 1898

New York

Coffee and Tea Broker

What is a Broker worth to you?

That depends on the volume of your business. I am worth five hundred dollars a year to *any* Jobber handling Coffee, and I am worth five thousand a year to him if he roasts a thousand bags a month, and I buy all his Coffees on a type, and his Teas on a type, for which he does not pay a cent, as the seller pays the brokerage.

Why? Because the *secret* of *success* in a Tea and Coffee business is *uniformity*. "Use is Second Nature." By constant use they acquire a taste for your Coffees and Teas, and naturally prefer them to any other, because they know them better. Send me your types and I will match them for you; or better still, let me send you some types and make some combinations that will increase your business, with ordinary care in roasting. The Coffee Market is right just now, because you have plenty of choice, and can get superb quality. The price is right, because you can get the price when you have the cup.

We have a lot of Samples of New Crop India and Ceylon Teas to arrive in three weeks. Samples on request.

I have one lot of 50 half chests of the finest natural leaf that left Japan this year.

**GEORGE E. DRURY, COFFEE AND
TEA BROKER**

110 FRONT STREET

NEW YORK

M. J. Brandenstein & Co. have removed to a new building on Third street near Townsend, San Francisco. New coffee roasting equipment has been installed, including eight Jubilee gas-fuel roasters. The coffee grinding department will have four Burns granulators and a Challenge pulverizer.

Samuel R. Hulme, B. L. Cooke and K. E. Abbott, of Providence, have filed articles of incorporation of the Byron S. Cooke Company, with a capital of \$40,000. The company will deal in teas and coffees.

By the installation of a Challenge burr-stone pulverizer the Banner Coffee Company, operating a chain of retail stores in the Middle West, is increasing the grinding facilities of its Milwaukee plant.

Seattle is to have a reinforced concrete five-story factory, erected by the American Can Company, to be completed in January, 1917. The plant, including equipment and site, will represent an expenditure of more than \$1,000,000.

An interesting feature in the growth of the pecan industry is the attention that is being paid to the careful separating of the large, fancy nuts into grades of uniform size. Revolving screen separators for this work, made by Jabez Burns & Sons, have recently been shipped to C. A. Van

Duzee, Cairo, Ga., and H. K. Miller, Monticello, Fla.

M. Oppenheimer & Sons, formerly operating a sanitary grocery store at Rocky Mount, N. C., have opened a new grocery store at Augusta, Ga.

A new eight-story building in Winnipeg, Can., has been completed for T. Eaton & Co., who roast coffee at both Toronto and Winnipeg. The coffee equipment consists of a 2-bag Jubilee gas-fuel roaster and special shelf cooler and stoner with flexible-arm cooler-box connections.

The A. J. Deer Company, Hornell, N. Y., has established an agency in Venezuela. This opens up a new field for the firm, and a large shipment of their equipment, including the Royal System, was hurried by express and boat to the new agency.

A Burns No. 21 mixer for coffee-blending work has been installed by the Turkish & Arabian Coffee Company, New York, that has built up a large business with its special trade.

C. H. Egel, Irvington, N. J.; H. Heckinger, 30 Church street, New York, and C. B. Drake, Yonkers, N. Y., have incorporated a grocery business at Yonkers, under the name of Public Service Grocery, Inc., with a capital of \$500,000.

A new coffee business has been established by M. Edwards, Little Rock, Ark. His equipment

SPRAGUE & RHODES

Coffee Brokers

109 Front Street, New York

Members and Licensed Graders
of the
New York Coffee and
Sugar Exchange

Direct Agents for
Companhia Leme Ferreira,
Santos, Brazil
Produce & Warrant Co.,
Rio de Janeiro, Brazil

Careful attention given to
Roasters' open orders for spot
selections. Cup quality tested
before buying.

Pure Spices. Our spices are ground and packed in accordance with national and state pure food laws. You can stake your reputation on their purity.

Quality Spices. The quality of our spices is high grade. Only the best the market offers enters into their manufacture. They are ground by experienced millers in a fully equipped modern plant.

At Right Prices. When you buy our spices you are assured of getting absolutely the best for the price. Trade with us and you will profit by our 26 years experience in the grinding of spices.

Spices for the jobbing trade under our well known trade marked brands, in bulk or under your own label.

Archibald & Lewis Co.

Importers and grinders of **Teapices, Spices, Drugs,**
Chemicals, Seeds and East India Goods.

80 Wall Street 87-93 Furman Street
New York City Brooklyn, N. Y.

C. H. MIDDENDORF
93 FRONT STREET
NEW YORK

Representing
A. DO AMARAL & CO.
LEITE, SANTOS & CO.
SANTOS, BRAZIL

If you make
\$300.00
on COCOA

WOULDN'T you rather make \$500.00, instead? Then let us get up a special label for you and put under *your own name* a cocoa on which you can make more profit and which we guarantee to please your customers. More business is sure to result as one after another of your customers recommends *your cocoa* to their friends. Write us today for assortment of labels from which to choose.

PENNSYLVANIA CHOCOLATE
COMPANY Pittsburgh, U. S. A.

Branch Offices: — Philadelphia, Chicago,
 New York, Cleveland, St. Louis

J. C. WHITNEY COMPANY

EXPORTERS TEA IMPORTERS

MAIN AND GENERAL OFFICES

437-451 West Ontario Street
CHICAGO

SALES OFFICES

83-87 FRONT STREET, NEW YORK CITY
 156 STATE STREET, BOSTON
 7 SOUTH FRONT STREET, PHILADELPHIA
 402-A NORTH SECOND STREET, ST. LOUIS
 149 CALIFORNIA STREET, SAN FRANCISCO



BUYING AND SHIPPING OFFICES

SHIDZUOKA, JAPAN
 SHANGHAI, HANKOW, FOOSHOW, CHINA
 DAITOTEL, FORMOSA
 COLOMBO, CEYLON
 CALCUTTA, INDIA
 LONDON, ENGLAND

PACKERS OF TEAS OF EVERY KIND IN EVERY
VARIETY OF CONTAINER FOR PARTICULAR BUYERS
BOTH FOREIGN AND DOMESTIC PACKING

IN CONSTANT TOUCH WITH ALL MARKETS
NO ORDER TOO LARGE FOR OUR EQUIPMENT NOR
TOO SMALL TO SECURE PERSONAL ATTENTION

When Writing Advertisers, Kindly Mention THE TEA AND COFFEE TRADE JOURNAL

will include a Burns No. 7 outfit for roasting, cooling and stoning coffee in half-bag lots.

John Steeneck has been elected treasurer of the Consumers' Biscuit Company, Brooklyn. He is a trustee of the New York Retail Grocers' Association, of which the Consumers' Company is an off-shoot. Under his management it is expected that a policy in harmony with retail trade association ideals will be adopted.

With an increase in capital from \$100,000 to \$300,000, making a capital, surplus and undivided profits \$1,500,000, the name of the Rotan Grocery Company, Waco, Tex., has been changed to The Shear Company by an amendment of charter.

F. Eug. Nortz, formerly of Nortz & Co., Havre, France, has gone into business for himself at 82 Beaver street, New York, to conduct a general coffee and sugar trade in spots and futures. Mr. Nortz is member of the New York Coffee and Sugar Exchange.

At Schenectady, N. Y., Finn & Co., retail grocers, have incorporated, with a capital stock of \$100,000. The incorporators are D. F. Finn, M. B. Finn, of Schenectady, and M. A. Delancey, of Albany.

INTERESTING, INVALUABLE, INDISPENSABLE.

C. J. CHRISTENSON, 763 Pine street, San Francisco, Cal., writes: "Enclosed herewith find money order for two dollars, same being for a yearly subscription to THE TEA AND COFFEE TRADE JOURNAL. I found the articles on the trade in the July issue you sent me very lucid, and cannot see how a person engaged in the trades represented by the Journal, once they had seen a copy, could do without it. I find it interesting, and am sure it will prove invaluable to me."

S.A. SCHONBRUNN & CO.

83 Front Street, New York

Importers and Roasters of Coffee

DISTRIBUTORS COFFEE OF QUALITY

Samples and prices that will bear competition, furnished on request.

Chas. Dittmann F.V. Allain Chas. S. Dittmann Jr.
Member N. Y. Coffee Exchange

CHARLES DITTMANN CO.

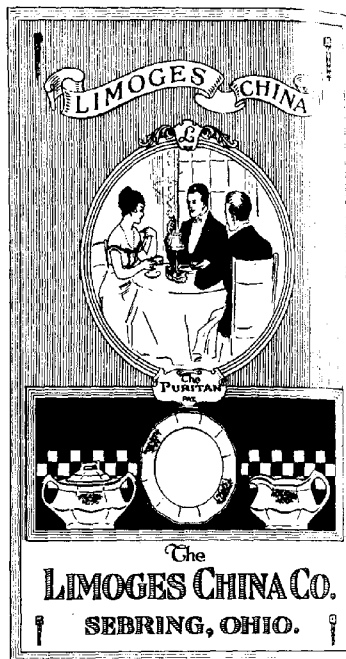
Coffee Commission

New Orleans—501 Gravier St., P. O. Box 747
Chicago, 326 River St., Rooms, 203-204

AGENTS FOR:

Messrs. Ed. Johnston Son & Co., London
Messrs. E. Johnston & Co., Ltd., Santos
Messrs. Atlas Coffee Co., Ltd., Rio-de-Janeiro
Messrs. Norton Megaw & Co., Ltd., London
Messrs. Norton Megaw & Co., Ltd., Rio-de-Janeiro
Messrs. Arbuthnot, Latham & Co., Bankers, London
Messrs. Fred'k. Huth & Co., Bankers, London
U. S. Branch of Thames & Mersey Marine Insurance Co. Ltd., of London & Manchester
London Assurance Corporation (Fire Insurance)

Commercial Letters of Credit Issued
Our spot department makes a specialty of selecting and purchasing coffees for the interior trade.



S. JACKSON

New Orleans

Coffee Forwarding

Board of Trade Licensed
Coffee Weigher
OPERATING
Standard Warehouse Exclusively for Coffee

Main Offices:

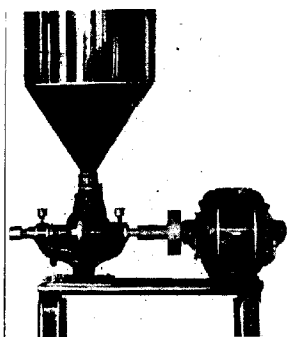
Howard Avenue and
Fulton Street

Let's Get Down to Brass Tacks!

Think of the best, the *very best* that can be said of the efficiency of Coffee Mills: and every word of it exactly fits the COLES MILLS and there's a COLES MILL, that exactly fits every coffee business.

If you, Mr. Coffee Dealer, are catering to a large retail demand, and are anxious to see it very much larger, you can't afford to dilly-

dally with poor, independable machines. You can't get sap out of a hoe-handle, and it's hard to find common-sense in limping along with such positive, tangible handicaps.



Our Number Twenty-two

has been especially designed to meet YOUR requirements.

It's a perfected mechanism that has no equal; with a varying capacity of from 300 to 700 pounds (granulated) per hour—according to power and speed maintained. Referring to this mill, a very recent letter says:

"Will replace all the old mills that are now used, as I find the Coles Mills to be the most economical in horse-power and plates."

If YOU are doing things roundabout and wrong, and are not getting satisfying results at the grinding end of your business, we would be glad to have you write us and tell us of your troubles. Suggestions and sketches of drives and layouts will be gladly furnished, and it's more than likely the rough places will be smoothed out. No obligation whatever.

Coles Manufacturing Company

23d and Turner Streets

Philadelphia

THE PRACTICAL RETAIL GROCER

¶ A department devoted to the discussion of problems which vex retailers; telling how to arrange, display and sell goods; how to systematize; how to advertise; how to obtain the maximum efficiency in the grocery business.

TRADE GETTERS

A Series of Business Winning Plans That Have Been Tried and Found Successful in Different Parts of the Country

BY FRANK FARRINGTON

THE giving of samples has become a standard way of introducing many kinds of goods. This is often done in the store by placing the samples inside the package of the customer, or by handing them to that customer as he or she leaves. A better way is to have some one stand at the door with a tray of samples and see that each person who comes in receives one *upon entering*. This gives that person time to consider the sample while in the store where the goods are sold and where there are people to answer any questions about them. It makes it possible to instruct the sales people to inquire of the customer about the sample, asking if one was received and what was the impression of it. It makes it easy to introduce a selling talk on the subject, when otherwise it might be a little forced, or it might be hard work to get at the subject comfortably and naturally. Give out the samples without such wrapping on them as will make it unlikely they will be opened before leaving. It is better to leave them unwrapped, even if wrapping is needed in taking them home. The sample distributor can simply say, "If you will hand that to any clerk it will be wrapped for you."

HELP YOURSELF COUNTER

This should be a large counter or table on which the goods are displayed within easy reach,

and preferably in baskets or bins with plain price cards on all of them. Some of the goods may be the same stock that is being sold elsewhere in the store for a little more money. In such a case, however, the clerk selling the goods elsewhere should be cautioned to call the customer's attention to the fact that by patronizing the "Help Yourself" counter a little saving would be effected. Make it a rule of this "Help Yourself" counter that people must pick out their own goods, take them to the cashier and pay for them, and then if they want them wrapped, wrap them at a table provided with paper and twine for the purpose. Where a store doing a large credit business is in competition with some chain store selling for cash only, with no deliveries, and cutting prices on staple articles, it may prove practical to offer to meet this chain-store competition with a "Help Yourself" counter, which will sell goods at chain-store prices with the same restrictive spot cash and no delivery terms, and with the added advantage that no one will be urged to take something just as good, or to buy some of the chain store's special products of which the manager sometimes has to sell a certain percentage every month.

FREE WINDOW GOODS

Announce in your advertising that you will on a certain day or days give free with any cash purchase of goods to the amount of \$1 or more the customer's choice of any of a variety of articles shown in the windows. This will have the effect of bringing the people to the store to see what you give free, and the free goods will appeal more strongly when they see them than when they merely read about them.



Empire Hardware Company

Grocers' Butchers' **STORE FURNISHINGS** Bakers' Restaurants

SCALES, CANISTERS, SHOW CASES, REFRIGERATORS, Etc.

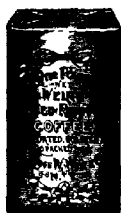
ELECTRIC COFFEE MILLS

85 Warren St. New York City

Between Greenwich Street and West Broadway

Write for complete Catalogue





Ross W. Weir & Co.
New York

**WEIR'S
RED RIBBON
COFFEE**
A Good Brand to Tie to—

ROYAL BAKING POWDER

ABSOLUTELY PURE

The purity of ROYAL BAKING POWDER is unquestioned and this purity is so well known to consumers everywhere that sales are just as certain.

When you buy a stock of ROYAL BAKING POWDER you can count your profit on every can in advance, because the last can is just as sure to sell as the first one.



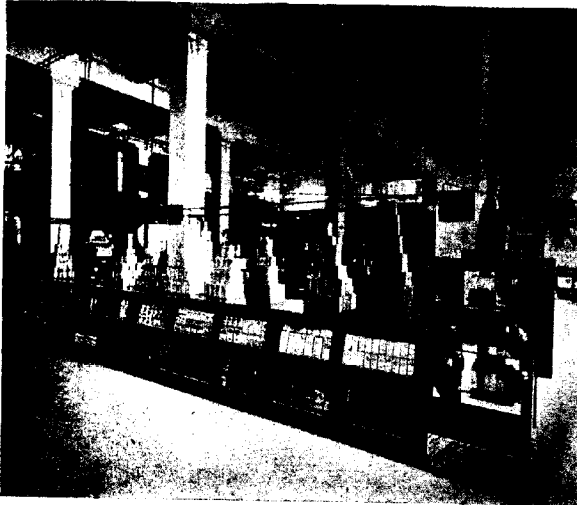
Contains No Alum Nor Phosphate

ROYAL BAKING POWDER CO.

NEW YORK



When Writing Advertisers, Kindly Mention THE TEA AND COFFEE TRADE JOURNAL



RETAIL COFFEE AND TEA DEPARTMENT

A MODEL GROCERY DISPLAY

Coffees, Teas, Spices and Extracts Appetizingly
Exhibited in Sanitary Glass Showcases

THE Pure Food Department Store, conducted by the C. J. Kamper Grocery Company, 492-498 Peachtree street, Atlanta, Ga., is one of the finest retail grocery establishments in the country. Its up-to-date methods of store display have been very favorably commented upon. The photographs of the coffees, tea, spice and extract departments reproduced on this page are held to justify the complimentary remarks which have been made.

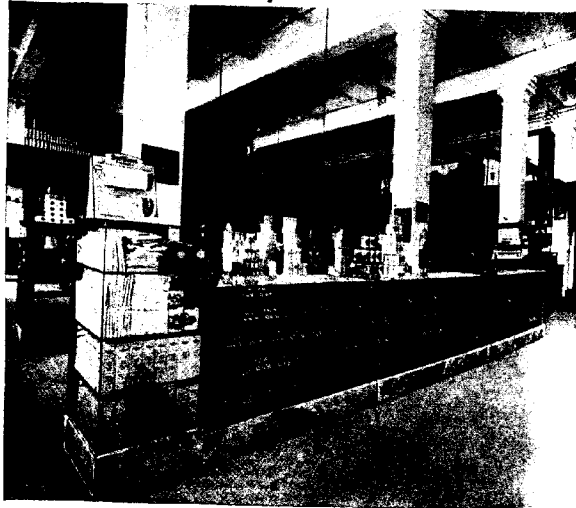
The attractive show cases and other display equipment were manufactured by an Atlanta concern, the George W. Muller Bank Fixture Company. The Kamper Company handles bulk teas and coffees under

its own brands, as well as package goods put up by coffee roasters and tea blenders. The bulk goods are packed into bags printed especially for the company and filled only when ordered by customers of the store. A large electric coffee mill grinds and pulverizes the coffee to order.

Spices and extracts are displayed in special notion cases enclosed in glass show cases, two or five packages being shown at one time. Drawers hold from one to two dozen packages. The whole spice is placed in front of a partition, while behind it are

stocked four to six pounds of the spice in bulk.

The tea, coffee, spice and extract departments occupy a prominent place in the Kamper establishment, which utilizes two stories and basement of a concrete and stone fireproof building. The company has adopted all modern facilities for the efficient and economical handling of merchandise in the various departments.



SPICES, EXTRACTS AND HERBS DEPARTMENT

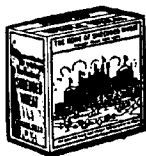
A Million Mothers

are marshaled in solid array behind the purest, cleanest, most nutritious of all cereal foods—

Shredded Wheat

If you want to cater to the women who decide the food question in a million homes, you will always carry a good stock of Shredded Wheat. It is ready-cooked and ready-to-serve. Delicious for breakfast with milk or cream, or for any meal with fruits.

This Biscuit is packed in odorless spruce wood cases, which may be easily sold for 10 or 15 cents, thereby adding to the grocer's profits.



Made only by

The
Shredded Wheat Co.

Niagara Falls, N. Y.



MAKE YOUR STORE HEADQUARTERS FOR "IMPERATOR" COFFEE

in your town. Healthy and nervous people alike can enjoy IMPERATOR COFFEE, a blend of some of the finest coffees grown, carefully selected as to their specific properties, thoroughly matured by age in our warehouses, and freed from impurities by a NATURAL PROCESS, so as to retain its full body and rich aroma.



IMPERATOR COFFEE, therefore, fully deserves its name, meaning RULER in the REALM of COFFEEDOM.

At a gathering of WASHINGTON OFFICIALS in New York, where IMPERATOR COFFEE was served, one of the noted STATESMEN remarked: "I never drank such perfect coffee."

We are looking for the most representative retail concern in each Town, City or Borough of the United States to take the exclusive agency for IMPERATOR COFFEE. Retail for not less than 35c. per lb. in New York City.

Address all communications to

Manager IMPERATOR COFFEE Department
JABURG BROS. Established 1885 **New York**

HOLIDAY WINDOW DISPLAYS

Good Suggestions are to be Found in Successful
Ideas Already Worked Out by Tea, Coffee,
and Grocery Merchants in Different
Sections of the Country

By W. B. STODDARD

WITH the approach of the Thanksgiving and Christmas holidays it behooves every grocer to put his best foot forward. Every housewife expects to do a lot of extra buying, and she is largely influenced by the exterior appearance of the store. This is an excellent time to introduce new lines; and if there are demonstrations of several commodities instead of one, so much the better, as it gives the appearance of activity and attracts a crowd in which the average woman seems to delight.

GREENHUT'S PRE-THANKSGIVING EXHIBITS

One of the best illustrations of an effective pre-Thanksgiving sale was that staged by a large New York firm—Greenhut's—who widely heralded the twentieth anniversary of the opening of their grocery department. Their window in itself was enough to vouch for the excellence and wide range of the goods within, as it was built up to suggest all the toothsome dainties of the holiday table. The background held several large mirrors, and three tall wicker vases filled with branches of red and yellow autumn leaves. At one side was a serving table, on which was a wicker basket filled with oranges, to the high handle being fastened large bunches of luscious purple and white grapes. On the center table was a flat wicker basket filled with grapefruit and oranges and tied with bows and streamers of red ribbon. Another table held a gilded basket of cherries, several filigree dishes filled with the candied cherries, and a number of bottles of the preserved fruit. In front of each table was a little stand bearing a huge iced cake ornamented with little candles, and likewise cut glass bowls filled with coffee, tea and spice.

The grocery department was hung with garlands of paper roses, and the electric light bulbs had poppy shades of red or yellow crepe paper. A coffee booth was made of bamboo, and here was a roaster and a grinder in operation, and coffee of several standard brands for sale. The tea booth was hung with branches of artificial cherry blossoms, and a young woman in charge served tiny cups of delicious brew to all customers. A flour booth, piled high with sacks, was in charge of a white-capped and aproned man, and the booth was decorated with wheat

Coffee Sermonettes

Being a series of Sales Talks, Pointing the
Way to Increased Coffee Business.

No. 7—Speeding Up Sales.

¶ Display—Catch the eye of your customer with a nicely arranged display of the particular brand or brands of coffee you are most interested in selling. Do not overdo the matter by putting up either too many brands or too much coffee of any one kind. The idea should be to center attention on your brand of coffee, making the balance of the display up from other items on sale, selecting those that are apt to please the palate of the customer—attractive items nicely packed—for example, jellies, crackers, or other items of this description, preferably sweet.

¶ Salesmanship—Insist that your salesmen or clerks talk coffee to every customer coming into the store, calling attention to the display and mentioning the success that you have had with this particular brand. Find out what kind of coffee the customer prefers and the price she is willing to pay. If less than the price of the brand, attention should be called to the fact that coffees of this description are carried. If the customer has already purchased this particular brand, it is always a good plan to ask for opinions as to grade and also to call attention to the new display.

¶ New business could often be secured by employing canvassers on a commission basis. Such canvassers, usually women, can call from house to house talking coffees and other merchandise, and they can be allowed a liberal commission in connection with the first order even if it amounts to the entire profit on the sale made. Duplicate orders would very soon make up for the slight investment in this direction. It is needless to say orders should be verified before commissions are paid.

¶ Advertising—There are many methods by which advertising may be done. Local papers are always glad to secure additional advertisements and these pay to a certain extent. The easiest way to reach the customer with prices is to have prepared a small price list in the form of a circular listing a few items prominently, or, if preferred, listing one or more brands of coffee. These can be used to wrap small packages and can always be included with each sale or delivery of merchandise. They can be distributed by the canvassers and be handed out by the clerks. A circular of this description should be changed frequently and it is better not to issue them too close together.

Let us help you solve your coffee problems. Write for detailed information concerning coffee sales plans and quality goods.

The
William B. Harris Co.

Cup Quality Experts

Teas, Coffees, Spices

65 Front Street New York
(Copyright)

American Sugar Refining Company

Where Sugar Profits Go

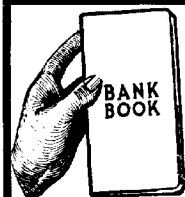
Even when paper bags are filled carefully, there's bound to be some spilling—loss number one. Paper bags sometimes break—loss number two. You want to give down-weight—usually that means overweight—loss number three. It takes your time and your clerk's time to weigh and wrap sugar—loss number four. Then there are the bags and twine—loss number five.

These losses soon mount up into a surprising sum—money that comes right out of your net profits. And the biggest loss of all is customers' dissatisfaction with exposed sugar, splintery sugar, flimsily wrapped sugar.

The most satisfactory sugar to sell is Domino Granulated Sugar in packages—it solves all your sugar problems, saves you time and makes you money. It is the best-known, best-liked sugar in America. In 2 and 5 pound cartons, 5, 10, 25 and 50 pound non-sifting cotton bags—accurate weight.

American Sugar Refining Company

The Most Complete Line of Sugar in the World



48,000 Grocers Point Out the Way to a Bigger Bank Account

The grocers using our clean food counter are growing in numbers by leaps and bounds because it is the one big, easy way they can make more money—and keep it up. A

SHERER CLEAN FOOD COUNTER

does a dozen different and desirable things at once.

We cannot tell these dozen things in this small space—but in a word we say—the counter pays—pays big—pays everymonth.

Our Booklet 10 tells the different ways if you want to make your paying business—pay you more.

SHERER-GILLET CO.,
1707 So. Clark St., Chicago, Ill.



straws and ears of corn. A desk and booth that attracted wide attention and was thronged all day was the parcels post booth, from which packages could be sent to Mexico and to the soldiers in the trenches in any part of Europe. The booth was hung with little flags of all nations, and a large, framed card set up in front showed the rate to any particular point. All friends and relatives wish to remember the boys at Thanksgiving time, and it would pay any merchant to establish such a service. Another convenience for customers was a big pile of post cards on a desk near the door. On these were printed the address of the store, and on the opposite side a small cut of the grocery department, while beneath was ample space for writing a grocery order—the service being particularly for those who had no private telephone.

A "FOLLOW-THE-RIBBON" WINDOW

A catchy method of calling attention to their teas and coffees was adopted by Deverells, Philadelphia. On the window, at a height sufficient not to interfere with the view within, was a large sign, held in place by a red star at each of the corners, which read:

FOLLOW THE RIBBONS

Pick out the coffee you would like to try.
Come in and ask us about it.

Running from the edges of the card were narrow and red ribbons extending back into the window, where, displayed in bamboo baskets, were samples of a dozen kinds of coffee and, between them, packages of tea.

A TIMELY SEED AND BULB DISPLAY

An excellent side line which is rarely played up

as it should be is that of seeds and bulbs. A decidedly catchy display along this line, which attracted much attention and sold a quantity of bulbs to people who had rarely given them much thought, was that of Mitchells, Philadelphia. The window was floored with crêpe paper in Japanese design, and in the center was a little bamboo table, on either side of which was a Japanese doll three feet high—a boy and a girl—in gay Oriental costume. They appeared to be eagerly watching an air plant suspended in a basket just above the table. On the stand, set in a wire frame was a card:

"Japanese Air Plants, 15c., two for 25c.,
four in a basket only 65c.

Suspended from the ceiling and placed around the floor were little wicker baskets containing four of the plants. A bulb window arranged by this same firm showed a border 18 inches wide all around the window, of soil, in which were set red, white and purple artificial hyacinths, and in the center of the window baskets of bulbs—hyacinths, gladiolus, tulips and Chinese sacred lilies. A card set in the midst of the bulbs said:

WHY NOT HAVE A GARDEN LIKE THIS IN THE SPRING?

Plant the bulbs now.

In the background were massed palms and ferns, from among whose fronds artificial tulips and hyacinths peeped out.



McCORMICK & CO., INC.

BALTIMORE, MD.

Bee Brand Spices and Extracts, Banquet Tea



H.F. HEACOCK, 51 N. Second St., Philadelphia, Pa.

Makers of Fine Tea and Coffee Canisters

The style shown here holds 50 lbs. of Coffee. We sell these in lots of 1 to 50. Send for quotation.

GROCERS' AND BUTCHERS' FITTINGS of All Styles

Write for Illustrated Catalogue

**The Reputation and Standing of
Walter Baker & Co.'s
Cocoa and Chocolate
Preparations**



Registered
U.S. Pat. Off.

Have been built up by years of fair dealing, of honest manufacturing, an unwavering policy of maintaining the high quality of the goods and by extensive and persistent advertising.

This means for the grocer a steady and increasing demand from satisfied customers, in the long run by far the most profitable trade.

The genuine Baker's Cocoa and Baker's Chocolate have this trade-mark on the package and are made only by

WALTER BAKER & CO. Ltd.

Established 1780

Dorchester, Mass.

Sunshine

Biscuits

**include every
known variety
of Biscuits**

**Protect Your Trade
Marks and
Your Trade Marks
will
Protect You.**

For all information and services relating to Trade Marks, Write

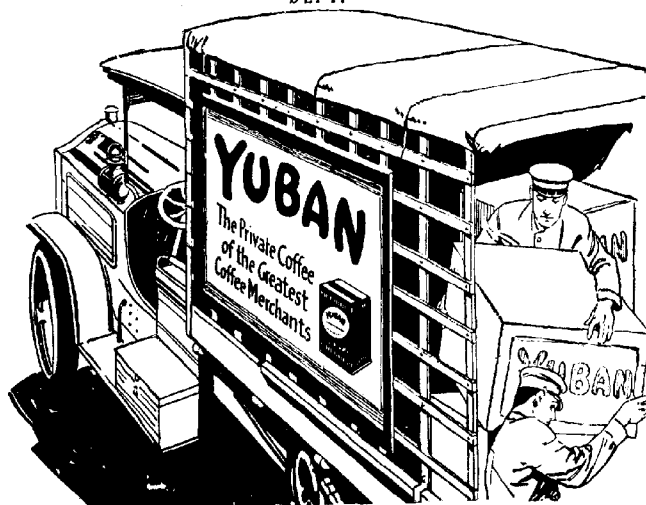
**TRADE MARK TITLE CO.
Ft. Wayne, Ind.**

Over 8000 grocers in Greater New York alone supply Yuban regularly to their trade. Do you?

ARBUCKLE BROTHERS

**YUBAN
COFFEE
DEPT.**

NEW YORK CITY



When Writing Advertisers, Kindly Mention THE TEA AND COFFEE TRADE JOURNAL

MINIATURE MOVIE DEMONSTRATORS

The W. H. Stavenhagen Company, 331 Fourth avenue, New York, is putting out a demonstrating device in which motion pictures are the conspicuous feature. The apparatus consists of a tall display stand, in the upper portion of which are automatic motion pictures, to be connected to electric current in show windows, offices, stores, hotel corridors, etc. The pictures are shown continuously, as long as the current is connected. In the center of the stand is a panel for a display advertisement of the product. The device can be set up or removed in a few minutes. The price of the machine complete is \$280.

N. A. R. G. COMMITTEE MEETINGS

At the recent Chicago meetings of the executive, trade relations and *Bulletin* committees of the National Association of Retail Grocers, President Schaefer's comprehensive programme was discussed. Plans were made for constructive organization, improvement of the *National Bulletin*, and legislative work. A joint meeting of the executive boards of the National Association of Retail Grocers and the National Wholesale Grocers' Association resulted in a greatly augmented spirit of co-operation. All of the officers of the Retail Grocers' Association were in attendance.

Want Advertisements

Help Wanted

WANTED—Traveling salesmen handling roasted coffee to sell green coffees as side line for New Orleans. Can handle small or large shipments, by water and overages. Address Box 377, care of THE TEA AND COFFEE TRADE JOURNAL.

SALESMAN wanted with knowledge tea, coffee and business, customers and territory. State experience, age and salary wanted. Address "T. C.," Post Office Box 822, New York City.

Situations Wanted

WANTED—Situation by man with 15 years' experience in roasting and blending coffee. Have had charge of tea and coffee department in large retail and wholesale store; experienced in buying from the cup and selling retail. Capable of taking charge of roasting plant or coffee department. Best references. Address Box 377, care of THE TEA AND COFFEE TRADE JOURNAL.

WANTED—Position by man 11 years' experience as coffee roaster. Have been with a Southern house since they started in business. References. Address Box 379, care of THE TEA AND COFFEE TRADE JOURNAL.

Miscellaneous

WANTED TO BUY—A one-bag Burns Gas Roaster and Grinder; must be in first-class mechanical condition and running order. Give particulars and price. Address P. J. Shisa, 1621 Crete Street, New Orleans, La.

FOR SALE—Good second-hand Hobart electric coffee grinder; also roaster, with capacity of one hundred pounds coffee or half sack peanuts. Address C. V. B. Barse Company, Olean, N. Y.

Mr. Washington (of NEW YORK)

Says:

A child can make as good coffee as a chef with G. Washington's Refined Coffee because it dissolves instantly in the cup, quicker than sugar. It is all the crystallized goodness that is in the coffee berry and—is 100% pure coffee.

SAUER'S
FLAVORING EXTRACTS

Largest Selling Brand IN THE U. S.

Awarded
Highest and Only Grand Prix at the
Panama-Pacific Exposition, also
15 other highest awards for
Purity, Strength and Fine Flavor
Prices 10c., 25c., 35c., 50c., \$1.00
C. F. SAUER CO., Richmond, Va.

Why we say—"Ask Your Grocer"

The RYZON Baking Book is priced at one dollar—and well worth its price.

10,000 copies were distributed to housewives who sent in recipes from which the prize recipes in the book were selected.

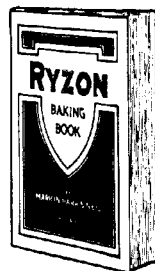
Others who wish copies must go to you, their dealers.

You will discover that the possession of the certificates necessary to obtain the RYZON Book will give you a decided prestige among your customers.

They will naturally regard the procuring of the book, through you, as a valuable favor.

This cannot fail to stimulate the friendship between you and your customers—which means increased business.

GENERAL CHEMICAL CO.
FOOD DEPARTMENT
NEW YORK



NOTICE!

JOBBER, RETAILER,
CONSUMERS

The Bureau of Chemistry, U.S. Department of Agriculture, has ruled "Salad Dressing, if made with oil, must be labeled to indicate the kind of oil used, unless that oil is Olive Oil."

"That 'MAYONNAISE' cannot appear anywhere on the package unless eggs are used."

There are any number of Salad Dressings made with cottonseed oil, without the proper indication appearing on the label.

The word "MAYONNAISE" appears plainly on a good many products not containing any eggs.

There are a good many Salad Dressings on the market containing neither oil nor eggs.

The Jobber, Retailer and Consumer should learn to discriminate between these various so-called "Mayonnaise" and "Salad Dressings."

All food products should be plainly labeled and branded in accordance with the rulings of the Bureau of Chemistry, U. S. Department of Agriculture.

POMPEIAN OLIVE OIL, SALAD DRESSING is guaranteed GENUINE MAYONNAISE, prepared with Pure, Fresh Olive Oil, Selected Fresh Eggs, Pure Vinegar, and Pure Selected Spices. Contains NO artificial color, NO starch, NO gum, NO fillers of any kind.

THE POMPEIAN COMPANY
Baltimore, U. S. A.



REPEAT ORDERS That's What Counts

Regular orders in steadily increasing quantities is pretty good endorsement of our product



If you send us a trial order
you can prove this.

LAPPIN TEA COMPANY
190 Duane Street NEW YORK

PRICES CURRENT

Wholesale and Retail

as of November 1, 1916

Prices to Wholesalers

GREEN COFFEE

(250 Bags or Over)

Brazil Grades.	Line or Grade Price.	Cup Selected Price.
Santos 7s.....	9 1/4	10
" 6s.....	10	10 1/4
" 5s.....	10 1/4	10 1/2
" 4s.....	10 1/4	10 3/4
" 3s.....	10 1/4	11
" 2s.....	11	11 1/4
Rio 7s.....	9 1/4	
" 6s.....	9 1/4	
" 5s.....	10	
" 4s.....	10 1/4	(No Rio Cup
" 3s.....	10 1/4	Selections)
" 2s.....	10 1/4	

GREEN COFFEE, MILD GRADES—LINE OR GRADE PRICES—

(250 Bags or Over)

Maracaibo—	Central America—
Truxillos.....10 1/4 @ 11	Costa Rica— 9 @ 9 1/4
Bocono.....11 @ 11 1/4	Common.....12 @ 12 1/4
Tovar.....11 @ 11 1/4	Fair to good.....13 @ 14
Merida.....10 1/4 @ 11 1/4	Prime to choice.....13 @ 14
do washed.....12 @ 13	San Salvador.....10 1/2 @ 10 1/4
Cucuta—	do washed.....12 @ 13
Ordinary.....11 @ 11 1/4	Nicaragua.....10 1/2 @ 11 1/4
Fair to good.....11 1/4 @ 11 1/2	do washed.....12 @ 12 1/4
Prime to choice.....12 1/4 @ 13 1/4	Guatemala Coban.....9 @ 9 1/4
do washed.....12 1/4 @ 14 1/4	Common.....12 @ 12 1/4
†Laguayra—	Fair to good.....12 @ 12 1/4
Caracas.....10 1/4 @ 10 1/2	Prime to choice.....13 @ 14
do washed.....12 @ 13 1/4	do unwashed.....10 1/2 @ 11 1/4
Porto Cabello.....10 @ 10 1/2	Puerto Rico—
do washed.....11 1/2 @ 12 1/4	Unwashed.....10 1/4 @ 11 1/4
Colombian—	Washed.....12 @ 14
Ocana.....10 1/4 @ 11 1/4	Hayti—
Bucaramanga.....12 @ 13 1/4	Unwashed.....10 @ 11
do washed.....11 1/4 @ 13 1/4	Washed.....11 1/2 @ 13
Tolima.....13 @ 14	†Jamaica—
Bogotas Washed.....11 @ 14 1/4	Ordinary.....10 @ 11
†Medelin.....11 @ 15	G'd ordinary.....10 1/4 @ 10 1/2
†Manizales.....11 1/4 @ 14 1/4	Washed.....11 1/2 @ 12
Cauca.....11 1/2 @ 12 1/4	East India—
Mexican—	Bogatas Int.....25 @ 26
†Cordoba.....10 1/4 @ 11	Corinche.....24 @ 26
do washed.....11 1/4 @ 12	Kroe.....23 1/2 @ 25
†Coatepec.....11 @ 11 1/4	Timor.....22 1/2 @ 23
†do washed.....12 @ 14 1/4	Private Estate.....25 1/2 @ 26 1/4
†Oaxaca.....11 @ 11 1/4	Fancies.....26 @ 28
†do washed.....11 1/2 @ 13 1/4	Abyssinian.....18 1/4 @ 19
	Mocha.....19 1/4 @ 20
	Librian—
	Small.....19 1/4 @ 20
	†Straits.....@ ..
	†Surinam.....16 1/4 @ 17
	Pamanoekin.....@ ..

† Nominal because of small arrivals.

† Common to fancy.

TEAS.

CHINA AND JAPAN—LINE PRICES.
(75 or More Packages of One Number)

Foochow—	Formosa—Cont.
Common.....16 @ 16 1/4	Fancy.....74 @ 1.20
Fair.....17 1/4 @ 18 1/4	
Good.....19 1/4 @ 20	
Superior.....20 @ 20 1/2	
Fine.....20 1/2 @ 21	
Formosa—	
Fair.....16 1/4 @ 17	
Good.....18 @ 18 1/4	
Superior.....20 @ 20 1/2	
Fine.....23 @ 24	
Finest.....26 @ 34	
Choice.....34 @ 39	
Choicat.....49 @ 64	

COUNTRY GREEN

Extra.....	Imperial—
Firsts.....35 @ 50	Firsts.....32 @ 36
Seconds.....25 @ 30	Seconds.....23 @ 26
Thirds.....20 @ 22	Thirds.....17 @ 18
Young Hyson—	
Extra.....30 @ 45	

Young Hyson—Cont.	
Firsts.....25 @ 28	
Seconds.....19 @ 20	
Thirds.....18 @ 19	
Hyson—	
Seconds.....17 @ 18	
Thirds.....15 @ 16	

PINGSUAY

Gunpowder—	
Extra Firsts.....28 @ 33	
Firsts.....21 @ 23	
Seconds.....16 @ 18	
Thirds.....15 @ 15 1/4	

INDIA AND CEYLON—LINE PRICES.

Pekoe Souchong.....	
23 @ 24	
Pekoe.....25 @ 26	
Orange Pekoe.....28 @ 30	
Ceylon—	
Pekoe Souchong.....23 @ 24	
Pekoe.....25 @ 26	

Imperial—

Firsts.....	
42 1/2	
Seconds.....42 1/2	
Thirds.....44 1/2	
Japan—	
Basket fired.....44 1/2	
Pan fired.....44 1/2	
Congou—	
Common.....41 1/2	
Good.....42 1/2	
Superior.....43 1/2	
Fine to finest.....44 1/2	
Choice to choicest.....45 1/2	

CEYLON—Cont.

Orange Pekoe.....	
28 @ 30	
B. O. Pekoe.....28 @ 30	
Darjeeling—	
Fancy Orange.....50 @ 100	

SPICES—FIRST HAND PRICES.

Pepper—	Cassia—
Singapore.....16 1/4 @ 17	Saigon, rolls.....36 @ 42
Acheen A.....17 @ 17 1/4	China, rolls.....11 1/4 @ 11 1/2
Acheen B.....16 1/4 @ 17	do seal, bk.....8 1/2 @ 9 1/2
Acheen C.....16 1/4 @ 16 1/4	Kwangsi.....12 @ 12 1/2
Lampong.....16 1/4 @ 17	Batavia, Ext.....18 1/2 @ 19
White—	do short stick.....15 1/2 @ 16
Singapore.....21 @ 21 1/4	Cinnamon—
Penang.....20 1/4 @ 21	Ceylon.....@
Siam.....20 1/4 @ 21	
Heavy—	
Aleppy.....20 @ 20 1/4	Ginger—
Tellicherry.....20 @ 20 1/4	Japan.....7 @ 7 1/2
Cloves—	Cochin—ABC.....10 @ 10 1/2
Zanzibar.....17 1/4 @ 17 1/4	do D.....9 1/2 @ 10
Ambouya.....25 1/2 @ 26	Lemon.....10 1/4 @ 10 1/2
Penang.....32 @ 33	African.....9 @ 9 1/2
Pimento.....5 1/4 @ 3 1/4	Jamaica, g's.....16 @ 17
Red Peppers—	
Mombassa.....28 1/4 @ 29	Nutmegs—
Japan.....21 @ 21 1/4	75s to 80s.....23 1/2 @ 24
	105s to 110s.....18 1/2 @ 18 1/4
	Mace.....18 @ 18 1/4

CHICORY—FIRST HAND PRICES.

Domestic, granulated, coarse or medium, in bags.....	10 @
In barrels.....	10 1/2 @
Best English, in barrels.....	@
Domestic yellow roll.....	@

COCOA—FIRST HAND PRICES.

Accra.....	
11 1/4 @ 13	Grenada.....14 1/2 @ 15
African.....13 1/4 @ 14	Hayti.....11 @ 11 1/2
Bahia.....11 1/4 @ 13 1/4	Jamaica.....11 1/2 @ 13 1/2
Caracas.....15 @ 16	Maracaibo.....18 @ 19
Guayaquil—	Para.....14 1/2 @ 15
Arriba.....15 @ 15 1/4	Sanchez.....11 @ 11 1/2
Machala.....13 1/4 @ 13 1/4	St. Vincent.....@
Caracas.....13 1/4 @ 13 1/4	Savannah.....@
Cuban.....13 @ 14	Surinam.....14 1/4 @ 15 1/4
Dominica.....13 1/4 @ 14	Trinidad.....15 @ 15 1/4

Prices to Retailers

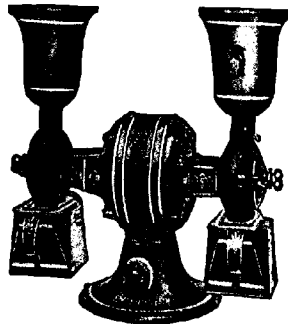
Kind of Coffee.	COFFEE (BAG LOTS—130 POUNDS.)		Roasted.	
	From	To	From	To
Santos.....	10 1/2	15 1/4	13 1/4	19 1/4
" Peaberry.....	12	14	15	16 1/2
Rio.....	10 1/2	13	13 1/4	16 1/2
Maracaibo.....	13 1/4	18	16 1/4	22
Caracas.....	14	17	16 1/4	21
Bucaramanga.....	13 1/4	18	16 1/4	22 1/2
Bogotas.....	15	19	18 1/4	23 1/4
Mexican.....	14 1/4	19	18	21
Costa Rica.....	13 1/2	17 1/4	16 1/4	21 1/2
Guatemala.....	12	13 1/4	15	16 1/4
Jamaica.....	27 1/2	33	33 1/4	40 1/4
Padang.....	20	25	24 1/4	28 1/2
†Mocha.....	19	23	23 1/4	28
†Abyssinian.....	29	33	35	40
Java.....	16	18 1/4	19 1/2	23 1/4
Porto Rico.....				

TEAS.

(SINGLE PACKAGE LOTS.)	Fair	To
Formosa.....	21	45
Foochow.....	20	21
Congou.....	21	40
Japan F. F.....	21	45
" B. F.....	21	45
India.....	21	40
Ceylon.....	21	40
Gunpowder.....	20	40
Young Hyson.....	20	40

Grinds Coffee as Your Customers Want It

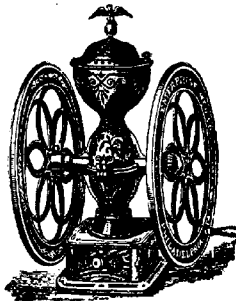
Please your women customers and you'll be successful. If a woman wants pulverized coffee, she doesn't want it in various sizes and shapes. Some folks are mighty particular about their coffee. You'll have no cause for complaint if you use the



No. 0882 1/2. Grinding and Pulverizing Mill. Fitted with 1/2 and 1/4 h.p. For direct or alternating current. Grinders connected direct with shaft of motor thus eliminating gears.

"ENTERPRISE" Hand and Power Coffee Mills

They grind every particle a uniform size. Grinders are made of specially hardened metal. May be adjusted to wide variety of grinds. All parts standardized—which means quick duplication if necessary. You can remove interior parts, clean and replace in few minutes. Scientific construction throughout.



No. 9. Grinding and Pulverizing Mill. Seventy-five turns by hand will grind a pound of coffee as fine as required. Height, 24 inches. Weight, 107 lbs.

"Enterprise" Mills are handsome in design and finish—a decorative as well as useful addition to the appearance of any store.

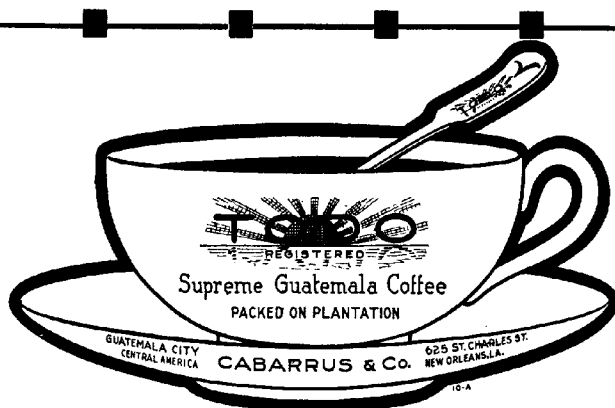
Send for our illustrated catalogues.

THE ENTERPRISE MFG. CO. OF PA.
Patented Specialties

29 Murray Street
New York

PHILADELPHIA, U. S. A.

530 Golden Gate Ave.
San Francisco, Cal.



Only Coffee in the United States, Roasted, Ground and Packed on plantation in native country.

THE COFFEE that received the **FIRST GRAND PRIZE** at the International Exhibition of San Francisco, Cal., was the **GUATEMALA COFFEE.**

Guaranteed under the Pure Food and Drug Act

TRICOLORATOR "THE" COFFEE MAKER

The Aluminum Bowl
Makes Perfect Coffee
Thru Paper Filters

While the

Almost Unbreakable
China Urn Retains
The Flavor and Color



Use our Advertising Department maintained for "better coffee making."
Copy revised and written without charge.

**The Tricolorator Co.
CHICAGO**

\$ \$ \$

FOR THE WAGON and STORE TEA and COFFEE MAN

Your customers all use Toilet Preparations, Flavoring Extracts, Etc.—they buy from the corner druggist and groceryman. You have your trades confidence and entre to the homes—get this business. A sale under your label backed up by convincing quality means repeat sales.

G. H. LOWELL CO., Inc.
MANUFACTURERS

FLAVORING EXTRACTS, TOILET
REQUISITES ETC.

UNDER BUYERS LABEL

64 Reade Street

New York

READE DEPT.



Plan now to make your grocery more profitable in 1917.

With a complete National Cash Register to stop the leaks and losses that hold you back, your business will pay you a greater profit in 1917 and the years to come.

It is getting late to help your 1916 business, for the year is almost gone.

The future lies before you, and you can make it what you choose.

Will you put in new methods to help you to make more money in 1917, or will you stand by the old methods that hold you back?

National Cash Registers have helped more than a million merchants to become more prosperous. Users everywhere tell us so. What they indorse it will pay you to investigate.

Think, plan, and decide. Our factory is full of orders and registers cannot be shipped on short notice. Give us time to build, ship, and install your register before the new year starts by placing your order now.

For further information write our nearest agency, or direct to

The National Cash Register Company
Dayton, Ohio

When Writing Advertisers, Kindly Mention THE TEA AND COFFEE TRADE JOURNAL

A SURE TRADE GETTER

The Royal Valley Coffee Co.
Detroit, Mich.

**The Brand That Gets Repeat Orders**

ALEX SHEPPARD & SONS, Inc.
PHILADELPHIA

Mello
TRADE MARK
Always



H. H. HIXSON & CO., Chicago, Ill.

Talks with Grocers On Package Coffees

No. 10—Why It Pays to Feature Coffee

¶ Successful grocers realize the importance of specializing on a few profit makers, featuring them constantly.

¶ You'll find it difficult to discover a better line than coffee on which to concentrate. Coffee is universally used, it yields a good profit and, if the right kind is handled, it will make a reputation for you quicker than any other item in your stock.

¶ And it isn't necessary for you to cut prices to build coffee sales. Simply stock a few advertised brands of proven merit and stick to them. Display them prominently and lose no opportunity to push them.

¶ Try out this idea of coffee specialization for six months. Keep track of your sales and see if they don't show a goodly increase.

This is the advertisement of the coffee packers whose trade-marked brands are illustrated on this page. These brands are all established successes and they'll help you build a permanent coffee trade.

'Tis Time to Begin with Colonial Inn

DENISON & CO.,
Importers and Roasters
Chicago



EVERYBODY LIKES SUMORE



EVERYBODY WANTS SUMORE



EDW. D. DEPEW & CO.
NEW YORK CITY



THE TEMPLE GARDEN CO.,
NEW YORK—U. S. A.—BOSTON

Old Master Coffee

"The Autocrat of the Breakfast Table."

Goes Farthest, Tastes Best, Cheapest in the End.

THE BOUR CO.
Toledo and Kansas City



Write for Premium Catalogue



Eureka Coffee Co., Buffalo, N. Y.



See half page ad in this issue for special agency proposition.

Warner's

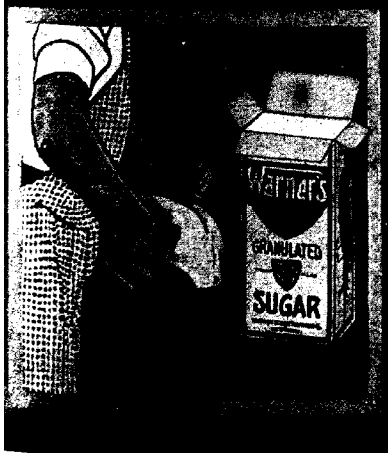
EXTRA FINE GRANULATED SUGAR

Just across the Hudson from Riverside Drive, day and night, year in and year out, the colossal Warner Refinery is producing a full line of the finest sugars the world has ever seen.

None but *cane* sugar enters this refinery, none but the most skilled labor, improved processes and latest automatic machinery are employed.

Whether it be our extra fine granulated in handy, attractive 2, 3½ and 5 lb. cartons, our dainty cubes for coffee and tea, or any one of our 27 kinds of sugar in bags, barrels or boxes, you will always find each the best of its kind, a dependable holder of trade.

WARNER SUGAR REFINING CO.
79 Wall Street, New York



Fire Queen

Drip Coffee Pot



**Insures the satisfaction
from your coffee that
brings the re-orders.**

The coffee business is a gamble. You may sell the best coffee on earth, but if spoiled in the making it's a dead one, and more than half the coffee sold is spoiled either by wrong methods of preparation or by a foul pot.

Every coffee man knows the drip process is the one best way to make coffee. A porcelain dripper, therefore, is the last word as coffee has no chemical action on porcelain. It rinses clean and stays sweet even in the hands of a careless cook.

The efficient, economical, non-tannic, time and labor saving features of the pot combined with its low cost, make it a beautiful demonstrating proposition either for premium or straight sale.

Write for description and prices.

Now is the time to cash in on what the National Coffee Roasters' Association and many independent coffee roasters are doing to boost "correct coffee making" as the one best way to stimulate the business.

Fire Queen Percolator Co.
116 Hudson St., New York



Unless you display KNOX SPARKLING GELATINE and KNOX ACIDULATED GELATINE you are failing to use your windows and counters in the most profitable way, because our steady advertising is always creating sales which you can secure by "showing" KNOX GELATINE and every sale pays you a splendid profit.

"Make KNOX your gelatine leader,"

New, attractive display advertising matter that is sure to increase sales will be furnished free on request. Write us

CHARLES B. KNOX COMPANY, Inc. : Johnstown, New York

FOR MIXING WITH COFFEE

"Hillis Perfect Coffee Specialty"

Is by Far the Best

A mixture of 20 to 50% or more of the H. P. C. S. with coffee will make a blend that will assure a steady, repeat, satisfactory and profitable business.

Write for samples, or send your order for a trial barrel or bag, to be shipped on approval.

HILLIS CEREAL MFG. CO.

Rodney and Ainslie Sts.

BROOKLYN

NEW YORK

HOTEL CUMBERLAND

NEW YORK, Broadway at 54th Street



Broadway cars
from Grand
Central Depot
7th Avenue Cars
from Penn'a
Station

**New and
Fireproof**

Strictly First-Class
Rates Reasonable

Rooms with Adjoining Bath
\$1.50 up

Rooms with Private Bath
\$2.00 up

Suites **\$4.00 up**

10 Minutes Walk to 40 Theatres

Send for Booklet

HARRY P. STIMSON

Formerly with Hotel Imperial

Only New York Hotel Windows-Screened Throughout

A UNIQUE COCOA PACKAGE

Here is a cocoa package that will find immediate favor with the American housewife. Its serviceability and general attractiveness assure a ready demand.



OPLER BROTHERS COCOA

is put up in glass containers—preserving jars and tumblers, modern packages that will build your cocoa sales. Superior quality will bring you repeat orders.

PRIVATE LABEL COCOA
in all types of containers. All our cocoa is packed by modern machinery under sanitary conditions.

OPLER BROTHERS
Inc.
171 Duane St. NEW YORK

"WHEN IN DOUBT TRY A COFFEE MILL"



A good motto for the premium department. A good family coffee mill helps to make good coffee, and good coffee stimulates the coffee business.

We make 70 styles—every one a stimulant.

**ARCADE
MANUFACTURING
COMPANY**
1500 Arcade Avenue
Freeport, - - Illinois



SUGAR POINTS

"Guaranteed"

NUMBER
4

We guarantee FRANKLIN CARTON SUGAR to be full weight and made from sugar cane. Its reputation as the Standard of Purity and Quality, and its great popularity are all additional guarantees to you that Franklin Carton Sugar will please your customers and is the best sugar for you to handle. The ready-weighed sealed cartons save you time and trouble and prevent loss by overweight.

*Cartons hold 1, 2 and 5 lbs., according to grade
Original containers hold 24, 48, 60 and 120 lbs.*

THE FRANKLIN SUGAR REFINING CO., Philadelphia



PREMIUMS AND NOVELTIES



PREMIUM COFFEE MEN UNITE

National Retail Tea and Coffee Dealers' Association
Organized to Secure Stronger Co-operation and
More Favorable Legislation

[SPECIAL CORRESPONDENCE]

CHICAGO, Oct. 27, 1916.

IN line with the formation of organizations for the promotion and protection of commercial interests in various trades and industries—a movement which is becoming universal—the premium tea and coffee men of the United States to-day completed the organization of the National Retail Tea and Coffee Dealers' Association at an important meeting held in the Sherman Hotel in this city. The principal object of the association will be to bring about a stronger co-operation of those engaged in the retail tea and coffee business who use the premium method of advertising, and to encourage the enactment of uniform legislation which in its operation shall justly and equitably safeguard the rights of the consumer and the merchant.

The premium tea and coffee men have many local associations and derive therefrom local benefits, but it is felt that far greater advantage can be obtained from a national organization. The influence of a large national body upon legislation affecting retail tea and coffee and premium interests will undoubtedly be greater than that of small, scattered, local associations.

The following officers and directors were elected: President, F. J. Lichtner, of the Banner Coffee Company, Milwaukee; first vice-president, G. B. Schorn, of Schorn & Brower, New York; second vice-president, C. A. Smith, of the Great Eastern Tea Company, St. Louis; secretary and counsel, H. W. Meneley, of the Chicago Bar; treasurer, C. V. Nieman, of the Chicago Tea Company, Chicago. Directors, John Trauscht, Chicago; Victor Olson, Detroit; George May, St.

Paul; A. J. Benner, Burlington, Ia.; P. C. Monday, Milwaukee; Val Vogel, St. Louis; P. W. Fletcher, Hannibal, Mo.; G. Hellick, Easton, Pa.; W. B. Caster, Philadelphia; L. King, Indianapolis; J. H. Rearden, Chicago; F. H. Kahle, Cleveland.

The next annual meeting of the National Retail Tea and Coffee Dealers' Association will take place also in Chicago on September 19 and 20, 1917. G. B. S.

SILVER PLATED TABLEWARE

The housewife who takes pride in the appearance of her dining room table and buffet is always interested in artistic and durable silverware, and when she can get it as a premium with such necessary commodities as tea, coffee and groceries, it is doubly prized. The new Colonial pattern illustrated by the teaspoon shown herewith appeals to every taste and fills in nicely with other designs. A dealer who uses this pattern as a premium has the advantage of a follow-up feature which only silverware embodies. He can give away teaspoons, tablespoons, knives, forks and fancy articles, enabling his customers to get a complete silver service.



PREMIUM
TEASPOON

This "Dover" Colonial pattern, with bright finish, embraces numerous articles of silver-plated tableware made on a nickel-silver base, put up singly or in combination sets in bulk and fancy boxes. It is manufactured by Wallace Bros., 6 South Wabash Avenue, Chicago, who offer a number of new sales-promotion plans, putting both wholesale and retail



An economical, sanitary and handy device for making an individual cup of tea.
Our booklet showing 200 Unusual Premium numbers on request.

BASS TE-BALL-ET

Heavily Silver Plated, \$2.00 a Doz.

E. & J. BASS, Inc., 610-614 Broadway
NEW YORK

An Open Letter on A Matter of Vital Importance to National Coffee Roaster Association Members in Convention Assembled

Investigation in a well-known city of 200,000 population shows Thirty-five Grocer failures per month—95% failed on account of credit business—not being able to turn over their capital.

Coffee and Tea peddlers and Mail Order houses are killing the retailer's business because in most cases they have Premium inducements as part of their selling force.

The great problem, then, is *how* to help the retailer place his business on a cash basis and protect him against this competition.

The best coffee value possible for the price, combined with a profit-sharing plan, will overcome this competition.

The *Sperry* System can help your business and that of the retail grocer. It gives you that profit-sharing plan. The Sperry & Hutchinson Trading Stamp given by the retailer as a discount for cash will make added sales, help put his business on a cash basis and turn over his capital. The Hamilton Coupon, packed by the manufacturer, is an additional incentive to the retailer to push your brand.

Our service behind his business puts money into the retail grocer's pocket—also your own. It is the logical way to solve the problem that confronts you.

We shall be glad to give you further details upon application.

**THE SPERRY & HUTCHINSON CO.
THE HAMILTON CORPORATION**

Geo. B. Caldwell, President

2 West 45th Street

New York City

dealers in touch with practical and valuable premium information.

JOBBER'S PREMIUM CATALOG

The George F. Wiemann Company, wholesalers of "Sumore" coffee and Wiemann's "Java" tea, issues a premium catalog and profit-sharing coupons which are redeemable the same as cash in part payment for the articles shown herein. The company has found this method of advertising effective.

A different premium is used each week by The C. D. Kenny Company, 1060 Market street, Wheeling, W. Va.

PERFECT PREMIUMS

THE STAR CLOTHES LINE REELS THE HANDY

75 FEET LINE STRONG, DURABLE, ATTRACTIVE 36 FEET LINE

For Outdoors For Indoors

A Convenience for every Housewife who will never be without it once she uses it.

Made from the best of materials

Hang any where

Positively gives perfect satisfaction

Extremely Low Prices.

Big Stock. Prompt Deliveries. Write today.

1306
FEENEY MFG. CO., E. Washington St. MUNCIE, IND.

STEINFELD

TRADE MARK

FOOD CHOPPER

Is entirely different from all other Food Cutting machines on the market. It introduces improved features which make it

THE MOST ATTRACTIVE PREMIUM IN EXISTENCE FOR THE HOUSEWIFE

The most important improvement is its Simple Construction.

No Knives to Clean
No Knives to Sharpen
No Knives to Lose

It Consists of Two Simple Parts

It sharpens itself and is regulated to chop all kinds of food either Coarse, Medium or Fine by the simple adjustment of a small thumb-screw. Easily cleaned, therefore Absolutely Sanitary.

It is Extensively Advertised and sold at restricted prices. It is a Desirable Premium, as it has a known market value.

A NECESSITY FOR MODERN KITCHEN ECONOMY

Let us send you particulars and prices.

STEINFELD BROTHERS, 116-120 West 32nd St. New York

Increase Your Salse

by the use of dependable Silver Plated Tableware

Cherokee Rose Pattern French Grey Finish



In this pattern is offered a distinctive flower design, graceful outline, rich ornamentation and substantial weight at moderate price. Teaspoons less than eight cents each. The Knives are made of high-grade steel plated with pure silver, all other items are nickel silver base, also plated with pure silver. Made complete as per list below:

Tea spoons
Dessert spoons
Table spoons
Soup spoons
Medium forks
Dessert forks
Medium knives
Butter knives
Sugar spoons
Boillon spoons
A. D. Coffee spoons
Ice tea spoons
Oyster forks
Individual salad forks
Butter spreaders
Cream ladles
Gravy ladles
Berry spoons
Large Cold Meat forks

Combination sets in Bulk and Fancy lined Boxes

Net Price List Mailed on Request.

Information regarding a definite plan by which silver ware has been most successfully used in the promotion of Coffee and Tea sales, furnished on request.

Factories
Wallingford, Conn.

BRANCHES

Chicago, 10 So. Wabash Avenue
Philadelphia, 925 Chestnut Street
New York, 411 Fifth Ave.
San Francisco, 85 Post St.
LONDON, ENGLAND

Sample Tea Spoon Mailed on Receipt of 10 cents.

WALLACE BROS.

DEPARTMENT G

Manufacturers of Silver Plated Table Ware
6 South Wabash Ave., CHICAGO

When Writing Advertisers, Kindly Mention THE TEA AND COFFEE TRADE JOURNAL

The Geo. H. Bowman Co.

CLEVELAND

MANUFACTURERS OF

Cut Glass For Premium Purposes

Large quantities in stock for immediate delivery. Values that are worth your consideration. Manufacturers of

Aluminum Cooking Utensils

SEND FOR SAMPLES AND PRICES



What is Advertising?

Simply telling people what you have to sell, how much it costs - where you are - and the reasons why it will benefit them to buy it. To have advertising count, it must be seen. Nothing is so powerful on attracting notice as *Pictures*. We make *Pictures* (Engravings) to suit any style of advertising you want to do and we gladly help you to select the style and grade of work to give you the best results economically. Write us about what you have in mind.

Established 1889

GATCHEL & MANNING

DESIGNERS and PHOTO-ENGRAVERS

IN ONE OR MORE COLORS

Sixth and Chestnut Streets

PHILADELPHIA

When Writing Advertisers, Kindly Mention THE TEA AND COFFEE TRADE JOURNAL

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The Widlar Co.

Cleveland, Ohio

Pure Spices Scientifically Ground

Established 1855

Never been prosecuted for the violation of any food law—Either State or National.

Isn't that the kind of a firm you want to do business with?

QUALITY — PRICE — SERVICE — PURITY

But not price at the sacrifice of Quality

George W. Lawrence & Co.

COFFEE

87 Front Street

New York City

SOLE NORTH AMERICAN AGENTS

NAUMANN GEPP & CO., Ltd.

SANTOS

Vivacqua & Irmaos
Victoria, Esp. Santos

M. Ries
Aden, Arabia

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HARD & RAND

Importers and Jobbers of Coffee

Head Office:

Branch City Sales Office:

107 Wall St., New York City

202 Franklin St., New York City

FOREIGN BRANCHES

Rio de Janeiro, Brazil

Batavia, Java

Santos, Brazil

Cordoba, Mexico

São Paulo, Brazil

Guatemala City, Guatemala

Victoria, Brazil

London, England

Venezuela

DOMESTIC BRANCHES

Chicago, Illinois

New Orleans, Louisiana

St. Louis, Missouri

San Francisco, Cal.

Correspondents in all other principal markets

When Writing Advertisers, Kindly Mention THE TEA AND COFFEE TRADE JOURNAL

THE TEA AND COFFEE TRADE JOURNAL

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THE TEA AND COFFEE TRADE JOURNAL, published at 79 Wall Street, New York. Terms of subscription \$2.00 per year postage prepaid, in the United States and Possessions; \$2.25 per year in Canada; \$2.50 in all foreign countries. Single copies 25 cents. Remit by money order or draft. Entered at the New York Post Office as second class matter. Copyright 1916 by THE TEA AND COFFEE TRADE JOURNAL COMPANY.

FOIL LINED BAGS

FOR PACKING COFFEE

They are most efficient!

Foil lined bags are used by many of the most successful coffee roasters and with-out exception by every large tobacco and chocolate packer

With cans selling at so widely divergent prices the use of tin foil bags is rapidly and constantly increasing

Thomas M Royal & Co
Bryn Mawr Pennsylvania

J. C. MELLO & CO.

SANTOS

EXPORTERS OF QUALITY COFFEES

AMERICAN AGENTS
WOODS, EHRHARD & CO.
NEW YORK



(Trade Mark Introduced 1870)

MOCHA COFFEE

GUARANTEED to be ABSOLUTELY PURE MOCHA Coffee selected from the richest plantations and packed in ARABIA by DADABHOY & CO., of Aden
NO BUNDLE GENUINE WITHOUT THE LABEL AND THE SIGNATURE OF DADABHOY & CO. ON EACH BUNDLE

¶ For over 45 years known as the choicest and purest Mocha Coffee. ¶ Samples and prices on application

JOHN O'DONOHUE'S SONS
Proprietors, 88 Front Street, New York
High Grade Coffee Specialists

J. C. WHITNEY COMPANY

EXPORTERS TEA IMPORTERS

MAIN AND GENERAL OFFICES

437-451 West Ontario Street
CHICAGO

SALES OFFICES

85-87 FRONT STREET, NEW YORK CITY
156 STATE STREET, BOSTON
7 SOUTH FRONT STREET, PHILADELPHIA
482-A NORTH SECOND STREET, ST. LOUIS
149 CALIFORNIA STREET, SAN FRANCISCO



BUYING AND SHIPPING OFFICES

SHIDZUOKA, JAPAN
SHANGHAI, HANKOW, FOOCOW, CHINA
DAITOTEI, FORMOSA
COLOMBO, CEYLON
CALCUTTA, INDIA
LONDON, ENGLAND

PACKERS OF TEAS OF EVERY KIND IN EVERY
VARIETY OF CONTAINER FOR PARTICULAR BUYERS
BOTH FOREIGN AND DOMESTIC PACKING

IN CONSTANT TOUCH WITH ALL MARKETS

NO ORDER TOO LARGE FOR OUR EQUIPMENT NOR
TOO SMALL TO SECURE PERSONAL ATTENTION

Charles Dittmann
Member N. Y. Coffee Exchange

F. V. Allain

Chas. S. Dittmann, Jr.

CHARLES DITTMANN CO.

Coffee Commission

501 Gravier St., P.O.Box 747
New Orleans

326 River St., Rooms 203-204
Chicago

AGENTS FOR:

Messrs. Ed. Johnston, Son & Co., London.
Messrs. E. Johnston & Co., Ltd., Santos.
Messrs. Atlas Coffee Co., Ltd., Rio de Janeiro.
Messrs. Norton, Megaw & Co., Ltd., London.
Messrs. Arbuthnot, Latham & Co., Bankers, London.

Messrs. Fred'k Huth & Co., Bankers, London.
U. S. Branch Thames & Mersey Marine Ins. Co., Ltd., London and Manchester.
London Assurance Corporation (Fire Insurance).

Commercial Letters of Credit Issued

Our Spot Department makes a specialty of selecting and purchasing coffees for the interior trade.



THE WORLD'S BEST COFFEE MILL THE NEW CRYSTAL NO. 3 MAKES THE BEST PREMIUM

Speakers at the National Coffee Roasters' Convention declared that the most practical way to help the grocer regain his lost coffee trade was to equip him with premiums to meet premium competition.

THE LOGICAL PREMIUM FOR COFFEE ROASTERS

Is our New Crystal No. 3 Coffee Mill because it will help your customer sell more coffee for you. Every atom of strength and aroma goes into the coffee pot. The new glass cup measures just enough. The new method of packing eliminates breakage.

ARCADE QUALITY—RIGHT PRICES. Write now for quotations. It is advisable to order ahead.

The New Crystal No. 3
It will grind coffee to any
degree of fineness, coarse,
medium or pulverised.

THE ARCADE MANUFACTURING CO. |

150 Arcade Avenue

Freeport, Ill., U. S. A.



Cheek-Neal Coffee Co.

Plants at Nashville, Tenn., Houston, Texas,
Jacksonville, Fla. and Richmond, Va.

LARGEST IN THE SOUTH

BENJ. LAHY

EDWIN GROVES

JOHN L. SIPP

James W. Phyfe & Co.

Brokers—Coffee, Spices, Tapioca, Cocoa

123 Front St., New York

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Edw. Boustead & Co. London
Boustead & Co., Singapore
Boustead & Co., Penang
Valente Peixoto & Co., Bahia
Heybrook & Co., Amsterdam
Jas. Methven Sons & Co., London

Lewis & Peat, London
Veth Bros., Amsterdam
Veth Bros., Padang
Boasson & Van Overzee, Batavia
Boasson & Van Overzee, Amsterdam
Amsterdam Batavia | Amsterdam
Handelsvereniging | Batavia
Soerabala

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S. JACKSON

New Orleans

Coffee Forwarding

Board of Trade Licensed
Coffee Weigher
OPERATING
Standard Warehouse Ex-
clusively for Coffee

Main Offices:
Howard Avenue and
Fulton Street

MITSUI & CO., Ltd.
Importers of
FORMOSA TEAS, ETC.
PLANT IN TAIPEH, FORMOSA
TEA DEPARTMENT
87 Front St., and 25 Madison Avenue, New York
Branches All Over The World



**GREGG'S
DINING-CAR SPECIAL**
½ Case—30 One lb. Tins, 32c. lb.
Full "—60 " " " 31c. lb.
"The Coffee that's Best by Test"
C. D. GREGG TEA & COFFEE CO.
76 FRONT ST., NEW YORK N.Y.

We are Headquarters for
Teas Of All Kinds
CHINAS—JAPANS—FORMOSAS
JARDINE, MATHESON & CO., LTD.

Commission Merchants and Importers

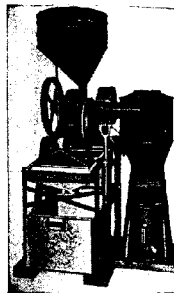
63 WALL STREET

NEW YORK

The Laurel Improved Coffee Granulator and Chaff Remover

Cheapest and best machine
on the market. Capacity
300 lbs. steel cut per hour.
The machine you will want
to increase your sales of
clean ground coffee. Write
for photo, information, and
sample of the work of ma-
chine.

The Laurel Mfg. Co.
627 N. 3d St., Phila., Pa.



E. B. MÜLLER & CO.
Importers, Growers and Manufacturers of
**CHICORY AND
COFFEE SUBSTITUTES**
OF EVERY GRADE
211 FRANKLIN STREET, NEW YORK

REEVE & VAN RIPER
WAREHOUSEMEN
COFFEE Milling, Cleaning, Hulling,
Separating and Picking
Packers of Teas in all styles. Lead
packages a specialty
Storage and Weighing
46-48-49 WATER ST., NEW YORK

CHICORY



HENRY FRANCK SONS, Inc.
FLUSHING, N. Y.

Growers, Dryers, Roasters and Manufacturers of Chicory
in all its Various Forms

When Writing Advertisers, Kindly Mention THE TEA AND COFFEE TRADE JOURNAL

CHEFS SAY—

Coffee made and retained in metal turns dark and will not settle.

Comparing HOTEL and HOME URNS

We know Hotel Urns are china lined;

Tricolator Urns are vitrified china.

We know Hotels filter coffee;

Tricolation is perfect filtration.

We know Hotels serve carmel of coffee;

Tricolators are extractors of coffee's carmel.

We know Hotels aim to have grounds removed;

Tricolators always keep the grounds suspended.

USE MOST ANY GRIND WITH TRICOLATORS

TRICOLATORS—for family use.

TRICOLATORS—for small hotels.

TRICOLATORS—for demonstrations.

TRICOLATORS—for gas or steam urns.

ALL ARE FOOL PROOF

The Aluminum Bowl
Makes Perfect Coffee
Thru Paper Filters

While the

Almost Unbreakable
China Urn
Retains The Flavor
and Color



TRICOLATOR

“THE”

COFFEE MAKER

THE TRICOLATOR CO.

CHICAGO

Seal Brown or Green China Urn with Aluminum Tricolator (capacity 9 cups) \$24.00 per dozen.

The Seven Point Peanut Butter Plant

POINT NO. 1

THE LAMBERT MACHINE COMPANY is the Pioneer Manufacturer of Peanut Butter Machinery. When you buy a LAMBERT PEANUT BUTTER PLANT you are dealing with the men who originated the peanut butter mill and other peanut machinery.

The Lambert Peanut Butter Plant

offers you the only complete Peanut Butter Equipment, consisting of suitable peanut roasting apparatus, peanut blancher, picking



Peanut Butter Mill No. 8

and stoning machinery, one or more peanut butter mills complete with automatic saltcr, auxiliary machinery (elevators, conveyors, storage bins, feed hoppers) and approved power transmission, such as will render the plant as nearly automatic as possible.

The Lambert Machine Company is the only concern manufacturing COMPLETE peanut butter plants.

Plans designed according to requirements or specifications, and estimates furnished.

Lambert Machine Co

Marshall, Mich.

The Seven Point Coffee Roaster

POINT NO. 1

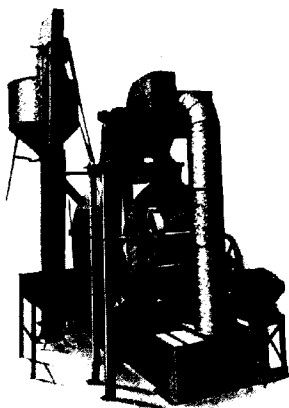
THE LAMBERT ROASTER is an **INDIRECT** flame gas roaster (the direct flame is impracticable) which produces a perfect combustion of gas, eliminating gas odors, being most economical in the actual gas consumption, and, at the same time, turns out a perfect roasted coffee.

The Lambert Electric Coffee Roaster

is a complete outfit designed for coffee, peanuts, cocoa beans, cereals, etc., comprising roaster, cooling apparatus, elevator, feed hopper, electric motor, with geared connections and gas attachments; also stoning and chaffing attachments for coffee. It is built in two standard sizes—300 pounds and 200 pounds capacity. It is constructed in compact and self-contained form.

Send for descriptive catalog of our complete line. Ask us questions, we're always glad to answer them.

Plans for larger coffee-roasting plants prepared and submitted on application.



Class A—Electric Coffee Roasting Outfit

Lambert Machine Co
Marshall, Mich.

Do Conditions In Your Plant Favor Gas Fuel?

If so the JUBILEE is the roaster you need. It is an interior-heated machine, but the burner is in a hood-protected combustion space and the front discharge avoids any door in the cylinder shell.

The advantages of interior heating are here combined with a safe and economical application of the heat to a constant-mixing batch of coffee; thus securing, with normal shrinkage, the thorough development of every berry.

The JUBILEE can turn out roasts of 300 to 500 pounds of blended coffee—absolutely dry if desired—fit for the most critical pound-package distribution.

Used by

S. H. Allen & Co.,
Saint Paul.

Austin, Nichols & Co.,
New York.

Beterton-Rupert Coffee Co.,
Ashland, Ky.

M. J. Brandenstein & Co.,
San Francisco.

Carroll, Brough & Robinson,
Oklahoma City

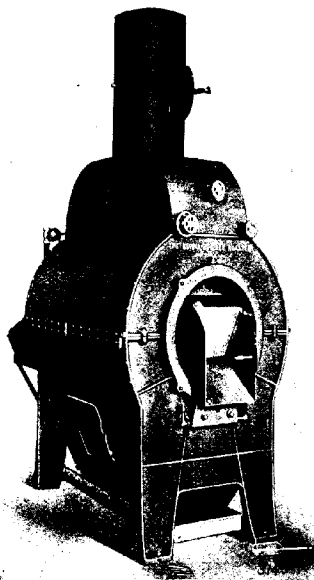
Cheek-Neal Coffee Co.,
Richmond, Va.

Dwinnell Wright Co.,
Boston.

Evertsen & Borling,
Brooklyn.

J. A. Folger & Co.,
San Francisco.

Githens, Rexasmer & Co.,
Philadelphia.



No. 14 (4-bag) Jubilee Roaster

Used by

Hale-Haskell Ccy. Co.,
McAlester, Okla.

Harnett & Hewitt Co.,
Toledo.

Hills Brothers,
San Francisco.

S. H. Holstad & Co.,
Minneapolis.

Knickerbocker Mills Co.,
New York

Francis H. Leggett & Co.,
New York

Wm. Schotten Coffee Co.,
Saint Louis.

Sehon Stevenson & Co.,
Huntington, W. Va.

Stetson-Barret Co.,
Los Angeles.

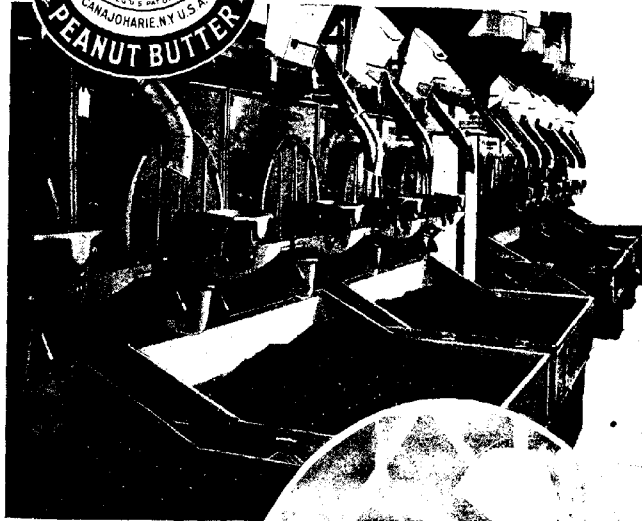
Williamson-Halsell-Frazier Co.,
Oklahoma City.

Our "Jubilee" Circular 171 Yours for the Asking

J&S JABEZ BURNS & SONS J&S
600 W. 43RD ST., NEW YORK



PICTORIAL JOURNEYS THROUGH
THE **Beech-Nut** PLANT
CANAJOHARIE, NEW YORK



A battery of peanut roasting ovens at the Beech-Nut Plant

Where Beech-Nut Peanut
Butter is Made

"THE BEECH-NUT PLANT
is m ent!
cor 'i'



The above is from a page in the *Woman's Home Companion*, this advertisement being one of a series which the Beech-Nut Packing Company has been running in that magazine and such other publications as *Good Housekeeping*, *Ladies Home Journal* and *Vogue*. The other pictures in the series have shown the cleaning, grinding and packing operations.

The Beech-Nut peanut butter plant was designed, engineered and equipped by Jabez Burns and Sons. The picture above shows the batteries of twelve No. 4 Burns shelled-peanut roasters with Tiptop cooling apparatus.

We're as Proud of this Plant as the Beech-Nut Company



JABEZ BURNS & SONS
600 W. 43RD ST., NEW YORK



THE ETERNAL QUESTION

WHAT ARE THE BEST MACHINES FOR
OUR PURPOSE AND WHO MAKES THEM?

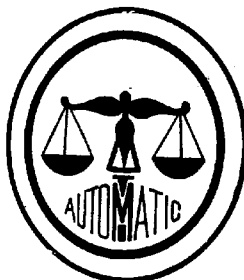
SUPPOSE YOU ASK THE COMPANY

THAT MANUFACTURES

THE

MOST DIVERSIFIED STYLES
LARGEST VARIETY *of* SIZES

Have you



our Catalog?

IN OTHER WORDS

PUT YOUR WEIGHING AND SEALING PROBLEMS

UP TO

THE

AUTOMATIC WEIGHING MACHINE COMPANY

MAIN OFFICE AND FACTORY

134-140 COMMERCE ST., NEWARK, N. J.

AGENCIES

Chicago, Ill.

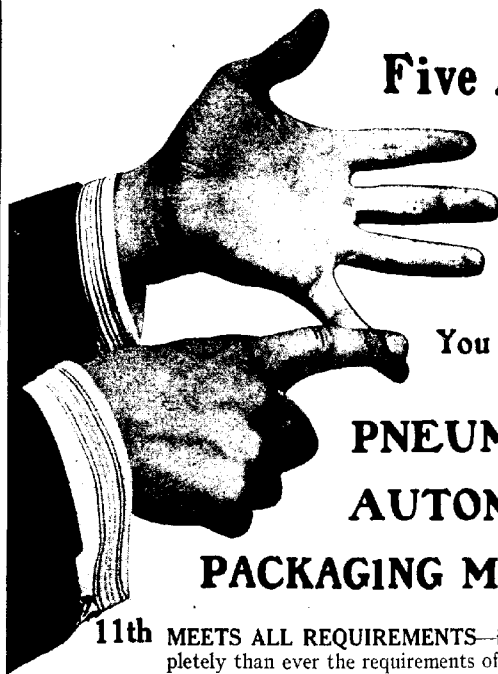
St. Louis, Mo.

Pittsburgh, Pa.

Omaha, Neb.

San Francisco, California

IT PAYS TO INVESTIGATE



Five Additional Reasons Why—

You Should Install

PNEUMATIC AUTOMATIC PACKAGING MACHINERY

- 11th** **MEETS ALL REQUIREMENTS**—it meets more completely than ever the requirements of manufacturers for properly weighing and packaging their product.
- 12th** **ALMOST HUMAN**—the only system filling, weighing, sealing, lining, wrapping, dating and inserting advertising matter in cartons—no operator required on the work—entirely automatic.
- 13th** **STABILITY**—we are the largest and oldest builders of Automatic Packaging Machinery and offer the best equipment made—thus insuring you for the future against trouble in obtaining repair parts, etc.—look up our record and financial strength.
- 14th** **WINS THE GRAND PRIZE**—the Gold Medal—the highest honor possible to receive was awarded the Pneumatic System by the International Jury of Award at the Panama-Pacific International Exposition.
- 15th** **ENDORSED BY USERS EVERYWHERE**—our EVIDENCE BOOK, sent on request, is made up of letters from leading manufacturers of the United States and Canada concerning the reliability, accuracy, speed and savings made in the packaging of goods by the Pneumatic System.

Write today for a copy of "PNEUMATIC EVIDENCE"

PNEUMATIC SCALE CORPORATION, Ltd.
NORFOLK, DOWNS, MASS.

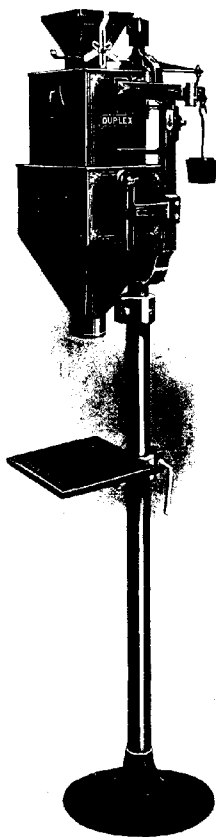
New York Chicago Kansas City Toronto, Ont.
W. & C. PANTIN, 147 Upper Thames St., London, Eng.

DUPLEX AUTOMATIC NET WEIGHER

FOR FREE-FLOWING MATERIALS
(Coffee—Whole Bean or Coarse Ground—Gun-
powder Tea, Granulated Sugar, Rice, Beans,
Seeds, Tapioca, Etc.)

EFFICIENCY—DURABILITY—PRICE

SOME DUPLEX POINTERS



- Quality first. Best materials and workmanship only. Fully guaranteed for five years.
- Accuracy assured. Agate bearings throughout. Mechanically correct. Delivers one hundred 1-lb. packages for every 100 lbs. of material weighed.
- Economy in first cost as well as absence of maintenance expense. Prevents waste of Time, Labor and Material.
- Speed—Weighs up to 35 packages a minute; regulated to suit ability of operator.
- Sold subject to approval after 30 days trial without obligation. Installment payments arranged, if preferred.

Tell us your requirements and ask for Descriptive Catalog.

E. EDTBAUER & COMPANY

817 Washington Boulevard

CHICAGO, ILL.

Top and Bottom
Carton Sealing Machines

Also Combined with
Filling and Weighing Machines

**Fibre Container
Sealing Machines**

Automatic Gravity Scales

For All Kinds of Packaged Goods

**UP-TO-THE-MINUTE
EQUIPMENT
AT LOWEST PRICES**

Our Machines are the Simplest in Construction and Operation

They Require No Skilled Mechanics to Keep Them Running

**They Are the Cheapest and Best
Now Offered to the Trade**

AMERICAN MACHINERY CO.

1225-1231 Callowhill Street,

PHILADELPHIA, PA.

Bourbon Vanilla Beans

from the
COMORES ISLANDS

We have—

Direct facilities on the Islands—
Chiris' process for curing.

Which means—

Perfectly cured Vanillas—
A uniformly fine aroma—
A liberal classification
and
Satisfactory Deliveries.

Requests invited for samples
and quotations, either in Bond,
duty paid or to arrive.

ANTOINE CHRIS CO.

18-20 PLATT ST.
NEW YORK

VANILLA BEANS

THURSTON & BRAIDICH

27 CLIFF STREET
NEW YORK

Tea and Coffee Cans Use HECKIN'S

and be assured of

- prompt service
- quality
- right price
- attractiveness

Heekin Cans are constructed of best
materials—will withstand knocks and bumps.

Lithographed with any design or trade-
mark. Preserve aroma best—are water-
proof, air-tight and
sanitary.

Send for
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**The
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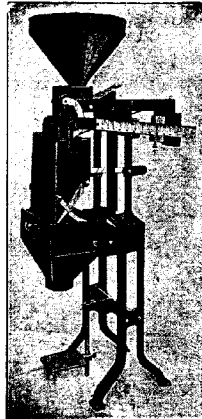
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New Streets
Cincinnati, O.

"Heekin can since
1901"



PACKAGE WEIGHER

\$112.50 NET



Weights any-
thing that flows
including

Ground Coffee

33 to 35 Pkgs.
per minute
within

1-16oz. Accuracy

Two Sizes

4oz to 2 1/2 lbs
1lb to 30lbs

No Power
Required

The simplest scale made. Can be entirely taken
apart for cleaning in 10 seconds.

SENT ON TRIAL

The Automatic Package Scale Co.
Incorporated
Louisville, Ky.

C. H. MIDDENDORF
93 FRONT STREET
NEW YORK

Representing
A. DO AMARAL & CO.
LEITE, SANTOS & CO.
SANTOS, BRAZIL

BULK COCOA

IN BARRELS AND DRUMS

Also packed in tin cans under your

Private Label

We make American and Dutch
Process Cocoa.

Write for our *Latest Price List*.

State Style of Packing and
Quantity Required Annually.

Tell us where you saw this
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Ambrosia Chocolate Co.

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MILWAUKEE, WIS.

THE PROGRESSIVE CHOCOLATE AND COCOA
MANUFACTURERS

GUATEMALA COFFEE

The coffee that took the Grand Prize at the Panama-Pacific Exposition and designated the premier coffee of the world.

Ask your jobber or broker to submit samples and prices on Guatemalas. These coffees are steadily growing in favor among coffee roasters, particularly as blenders. There is a grade of Guatemalas that you can use to advantage.

A. ROSENTHAL & SONS

Dealing with the Importing Trade only

BEAVER BUILDING

NEW YORK

GASTON, WILLIAMS & WIGMORE, INC.

IMPORTERS
OF

COCOA, COFFEE, SPICES

140 BROADWAY : : : NEW YORK CITY

TEA, COFFEE, CHOCOLATE and HOT WATER URNS



Coffee Urn, 2002 Series

Made in all sizes up
to 25 gals. capacity

Also a full line of
High Grade
Copper, Nickel
Plated and
Brass Goods

including Pastry and
Roll Warmers Steam
Tables, Plate
Warmers, Water
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Send for our new
catalogue, showing
complete lines of
Hotel, Restaurant
and Bar Supplies,
Metal Housefurnish-
ing Goods, Cuspidors
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Geo. A. Ray Mfg. Co.
Buffalo, N. Y.

Home Ground Coffee

is the best. It retains
the flavor. Use the

National Coffee Mills

Manufactured by the

**NATIONAL
SPECIALTY
MANUFAC-
TURING CO.**



Lehigh Ave.
and
Third St.
Philadelphia
Pa.

When Writing Advertisers, Kindly Mention THE TEA AND COFFEE TRADE JOURNAL

GUATEMALA COFFEE

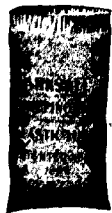
One of the arguments advanced by competitive interests against the purchasing of GUATEMALA COFFEES was the prediction that they are not at all times available, and manufacturers for this reason might have difficulty in maintaining uniformity in their roasted blends.

There are at least one hundred thousand bags of this variety in importers' hands in the United States at the present time, and new crop coffees will be received within thirty days, so that all fears on this score can be eliminated.

There is every reason to believe that at least four to five hundred thousand bags of GUATEMALA COFFEE will be received in the United States during the coming season, and the further assurance that regardless of market fluctuations, this variety will be obtainable at prices that will command the attention of progressive buying interests.

C. E. BICKFORD & CO.

"Arksafe" Elastic Paper Linings



FOR BAGS AND BARRELS

33½ % Elasticity. Waterproof

Send for samples

Arkell Safety Bag Co.,

CHICAGO
14 East Jackson Boulevard

NEW YORK
120 Broadway



VANILLA BEANS and OLIVE OIL

Direct Importers

Ricardo Gomez & Dietlin Co.
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80 Maiden Lane New York City

VANILLA BEANS

EXCLUSIVELY

We Import Direct and can make
attractive offers in all varieties.

J. N. LIMBERT & CO.

12 S. Marshall St. PHILADELPHIA, PA.

THE HEDFELDT

Coffee Milling, Separating and Grading Machines
and Coffee Granulating Machines are the Best.
Also Roasted Coffee Stoners and Cleaners

HEDFELDT COMPANY, 108 N. Jefferson St., Chicago, Ill.

BOYLE CAN CO.

BALTIMORE MARYLAND

Manufacturers of all kinds
of Tin Containers including

TEA AND COFFEE CANS

Harry C. Danaher

Coffee
Commission

New Orleans, La.

Member New Orleans Board of Trade

NEW YORK, N. Y.
20 and 122 Front St

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C. E. BICKFORD & CO.

COFFEE BROKERS

Specialists in Mild Coffees

CORRESPONDENCE
SOLICITED

SAMPLES GLADLY FURNISHED
ON REQUEST

COSTA RICA COFFEE

You can now buy it Direct from the Grower

Costa Rica coffee is generally acknowledged to be a superior coffee, particularly for blending purposes. It is rapidly growing in favor in the American market. Some of the finest grades that formerly went to Europe are now coming to this country. We import Costa Rica coffee direct from our own plantation. Let us quote you on this coffee.

MONTEALEGRE & BONILLA

Coffee Planters

San Jose, Costa Rica

80 Front St., New York

COCOA POWDER

UNDER DEALER'S BRANDS FOR WHOLESALE GROCERY AND SPECIALTY HOUSES—

In 1-lb., 1-2-lb., 1-4-lb. and 1-6-lb. packed under customers' labels, or under our own stock labels.
All goods guaranteed under U. S. Serial No. 161.

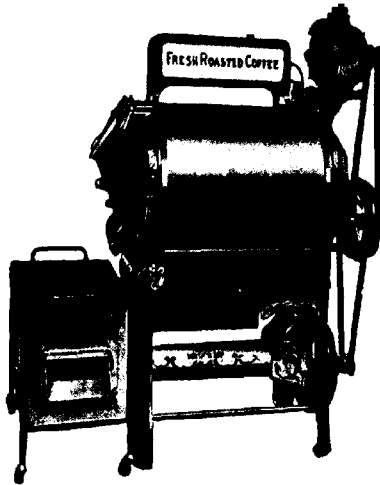
FOUNTAIN CHOCOLATE

IN BULK—Barrels—Kegs—Drums—Tins
For Soda, Ice Cream, and Baking Trade. Both "Natural" and "Dutch Process" grades.

Write us for samples and prices. State use and quality needed. Address

HOOTON COCOA CO.,

NEWARK, N. J.



No. 5. Royal Roaster.

Uses electric power, gas or gasoline heat.

ROAST YOUR OWN COFFEE

It requires no special knowledge. We maintain a **free service department**, in charge of a coffee expert, who will tell you where to buy green coffees at wholesale prices and how to roast, blend and advertise your goods. You will give your customers better coffee and the Royal will draw new business.

A **Royal System** installed in your store window will be the best advertisement of your coffee department.

Write today for our convenient monthly payment plan, whereby the Royal will pay for itself out of the extra profits it will bring you.

We have openings for a few live salesmen.

THE ROYAL SYSTEM MEANS MORE MONEY FROM YOUR COFFEE DEPARTMENT

5 to 10 cents more per pound—Figure it out on your present business, then double your business—sure result of installing a Royal System.

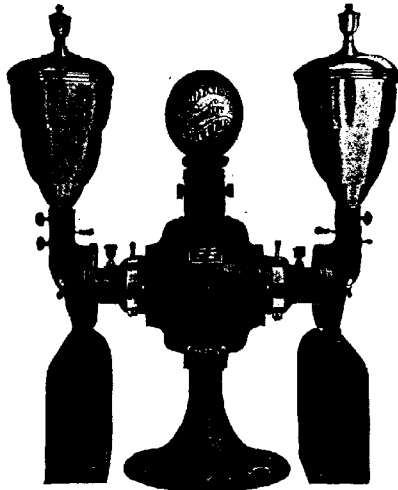
THEN STEEL CUT IT

In the Royal Mill, giving the most uniform granulation known to the coffee trade, or a perfect pulverization. Royal Steel Cutting means more cups to the pound, and of better coffee—with the bitter flavor left out. The **Royal System** is the best business builder. It is working today for thousands of progressive merchants. **WRITE US TODAY** for free catalogue, full details and our free Service Plan.

If interested, ask about our Royal Peanut Butter Machine.

We Manufacture The Largest Line Of
ELECTRIC COFFEE MILLS
COFFEE ROASTERS
MEAT CHOPPERS
MEAT SLICERS
In The World

THE A. J. DEER COMPANY Inc.,
1127 West Street,
HORNELL, N. Y., U. S. A.



No. 77 Royal Electric Mill.

**THE NATIONAL COFFEE ROASTERS ASSOCIATION
IN SIXTH ANNUAL CONVENTION
ATLANTIC CITY, N.J. NOVEMBER 14-17, 1916**



ROSS W. WEIR
NEW YORK
RETIRING PRES.

Let us go to the end of the world and none shall come with her,
her and my her with me,
Cling to her, strive with her, hold her fast: O far,
long past.

THE CONVENTION IN A NUTSHELL

PLACE OF 1917 MEETING—DETROIT, MICH.

NEW OFFICERS ELECTED

PRESIDENT, FRANK R. SEELYE, CHICAGO

First Vice-President,

BEN C. CASANAS, New Orleans

Second Vice-President,

J. M. McFADDEN, Dubuque

Treasurer, M. H. GASSER, Toledo

Members of the Board of Directors, Succeeding Those Whose Terms Expire in 1916:

J. O. CHICK, Nashville

EDWARD ABORN, New York

C. H. BAIN, San Francisco

R. W. McCREERY, Marshalltown, Ia.

SALIENT FEATURES OF THE CONVENTION:

A decision to establish a research bureau as soon as funds are available, the subjects of grinding and brewing to be included in the investigations;

Pending reports from the research bureau, no printed matter is to be published in the name of the Association, but such matter as has already been circulated may be published by local associations or by individuals;

It was voted that the subject of inviting the green coffee and allied interests to affiliate be made a special order of business at the next convention;

The address by C. H. Bain, of San Francisco, on "How Not to Advertise Coffee," Mr. Bain reflecting the viewpoint of the California roasters, who argue that educational literature is advertising, and who are opposed to circulating, in the name of the Association, any information which admits that coffee is other than wholesome;

A paper by Dr. Floyd W. Robison, of the Detroit Testing Laboratory, on "What Do We Know About Coffee," in which coffee was declared to be a food product, and that caffeine and tannin as such do not exist in coffee to coffee roasters. This paper warned roasters to beware of half-facts, and urged the importance of a research laboratory;

The paper by Paul M. Haserodt, of Cleveland, on "Our Retail Distributor," which rec-

ommended that the logical way to meet the competition of the premium companies in the tea and coffee trade, and the best way to help the grocer regain his lost coffee trade, was to install a better premium plan;

A resolution suggesting a conference committee of the Association and other grocery trade organizations to examine further into the matter of proposing the use of premiums to grocers as a means to meet the competition of the premium tea and coffee concerns;

A paper by Carl W. Brand on "The Increased Cost of Conducting a Wholesale Coffee Roasting Business," the conclusion of which was that there should be an increase in the annual dues to provide for the services of an expert to analyze the question of cost.

Among other important papers and speeches were: "Dollar Exchange," by L. J. Burnes, of the National City Bank; the remarks of Dr. C. L. Alsberg, of the Bureau of Chemistry, on wet roast, glazing and the Java coffee ruling; Edward Aborn's review of the work done on better methods of coffee making; the report of the Committee on Cost and Freight Contracts; "Bringing Great Industries to the Schools by Means of Motion Pictures," by Geo. E. Myers, Ph. D.; C. C. Parlin, on the co-operative idea as applied to coffee advertising, and "Co-operation the Way Out for Business," by G. E. McIlwain.

BIG THOUGHTS FROM THE SPEAKERS

Here Are Some Worth While Ideas Culled from the
Addresses and Papers Presented at the Convention

ROASTERS IN COMMON CAUSE

As a result of our deliberations at this convention the roasters will be found to be united in support of a movement that has to do with counteracting the false and misleading statements being made by some of the "substitute" manufacturers, as well as looking to increased consumption of the universal beverage—coffee.—President Ross W. Weir.

PREMIUMS IN SELF-DEFENSE

If competition demands the premium plan and it is true that this form appeals to many consumers as no other form of appeal does, and it serves the purpose of placing in the hands of the retailer a weapon for his own protection, we see no reason why he should not avail himself of it rather than by refusing to do so and see his trade go elsewhere.—Report of Committee on The Retail Grocer Problem.

COFFEE IN THE MOVIES

From an educational point of view there can be no question that a film on coffee is both desirable and practicable.—George E. Meyers, Ph. D.

"DESCRIPTION GUARANTEED"

Have your contracts read "Description guaranteed," and include in it the grading clause. It is because we are not a unit in demanding our reasonable rights that Brazil is practically a unit in refusing to give them to us.—William Payne, Jr.

MODIFIED COFFEES NOT COFFEES

We are not interested in a caffeine-free coffee, for such a product is not coffee, but a coffee substitute. We do not concern ourselves with tannin-free coffee, for this again is not coffee, but a coffee substitute. But coffee substitutes are not coffee, cannot be sold and will not satisfy the general public, particularly when they know the truth about coffee.—Floyd W. Robison.

COFFEE A FOOD PRODUCT

Now, I believe that coffee is a food product. It is at least accessory to the diet, and as such comes rightfully classed as a food.—Floyd W. Robison.

CAFFEIN AND TANNIN BOGY

We doubt not that coffee has tonic properties and stimulating properties, but its food

properties, and not its medicinal properties, are the basis of its hold upon the public, and you, gentlemen, must appreciate this. Stop talking of coffee as a tonic and talk food. Stop this talk about caffeine and tannin; they do not exist to you.—Floyd W. Robison.

BEWARE OF HALF FACTS

Gentlemen, facts regarding coffee will not hurt you, but beware of half facts. Beware of an investigation half planned. I believe in solving problems before they arise, and in such a procedure is strength. This will require perhaps an about-face attitude on the part of this Association; but my message is to be of good cheer, for the truth shall make you free.—Floyd W. Robison.

SHAM MOISTURE-PROOF CARTON

There is no doubt but what most of the so-called sanitary moisture-proof cartons now on the dealers' shelves are a farce, as far as being adequate containers for ground or whole-bean coffee is concerned. And to my mind we, as roasters, should lend every effort to give the consumer a real moisture-proof carton, so as to make it possible for a grocer within a reasonable period to deliver crisp, perfect coffee to the consumer.—Carl W. Brand.

MEET PREMIUMS WITH PREMIUMS

If a premium plan has taken the business away it is evident that the consumer wants premiums, and it is therefore logical to suppose that a better premium plan, properly merchandized, will bring the business back and hold it. * * * I mean one that is equal or better than our successful competitor is using at the present time, and one that at all times pays the grocer a fair profit.—Paul M. Hasegrodt.

MAKE COFFEE AN OPEN BOOK

It is time defamers of coffee were made to show their hand and prove their assertions. Coffee roasters have nothing to fear from any coffee substitute. The public know what cathartics are for, but they do not want them mixed with their everyday food. You gentlemen must be prepared to defend yourselves and to proclaim the truth. The public have a right to expect that you are prepared to defend the product you sell, and it is entirely fitting that you should do so.—Floyd W. Robison.



FRANK R. SEELYE, CHICAGO,
PRESIDENT



BEN C. CASANAS, NEW ORLEANS
FIRST VICE-PRESIDENT



J. M. MCFADDEN, DUBUQUE,
SECOND VICE-PRESIDENT



M. H. GASSER, TOLEDO,
TREASURER

OFFICERS, NATIONAL COFFEE ROASTERS' ASSOCIATION, 1916-1917

COFFEE ROASTERS FOR RESEARCH

‘ The Sixth Annual Meeting of the National Coffee Roasters’ Association again placed the emphasis on the Research Idea. This, and a Desire to Do Something Practical to Help the Grocer Regain His Lost Coffee Trade and the Importance of a Scientific Study of Costs, Were the Out-standing Features of the Convention. ¶ All the Important Papers, Speeches, Reports and Resolutions Will Be Found in the Following Complete Report, Carefully Edited so as to Make It a Handy One for Ready Reference.

BY SIR ORACLE

EMERSON says that we travel in circles. This sometimes appears to be the experience of organizations as well as individuals. At the sixth annual convention of the National Coffee Roasters’ Association, held at the Marlborough-Blenheim Hotel, Atlantic City, November 14-17, 1916, the subject of scientific research was the big topic that stood out among several important ones under discussion. It was undoubtedly the most serious meeting the association has held thus far. Not since the convention at the Hotel Astor, in New York, in 1912, where the subject of laboratory research was first introduced, was so much attention paid to the thing which many members believe is more important than publicity, because it should precede all publicity work.

At the first meeting in Chicago valorization was the big topic, then again in New York it loomed up as an important factor in the proceedings. At the Cincinnati convention better coffee making was the keynote, and at New Orleans better coffee-making developments divided the interest with coffee-roasting economies and Coffee Week. At St. Louis publicity appeared to be the watchword, and great emphasis was given to the idea of a pro-coffee advertising campaign.

There was less of entertainment at Atlantic City and more time for the real business of the convention. Yet there was enough entertainment provided to allow for complete relaxation.

There were approximately 200 delegates and visitors in attendance at Atlantic City. There were registered 87 members, 100 non-members and 25 ladies. Probably more tea men attended than at any previous meeting. There was some talk of inviting the tea men to affiliate with the coffee roasters, but it is not likely that anything will be done along this line just at present. While the two branches of the business have many things in common, it is doubtful if they would find it advantageous to come together in joint annual

meetings unless these meetings were departmentized so as to prevent conflict. The proposition to admit the green coffee and allied interests to membership was again brought forward, but the resolutions committee, recalling the controversies of previous years, thought it best to again postpone the inevitable. It is significant that the subject of inviting the green coffee and allied interests to affiliate was made a special order of business for the next convention, which will be held in Detroit, probably between the first and fifteenth of October, 1917.

Among the real accomplishments of the Atlantic City meeting may be mentioned the decision to establish a research bureau “as soon as funds are available,” and the carrying of the point made by the California roasters that educational literature was advertising propaganda, and as such, in the future, must not be published in the name of the association pending reports from the research bureau and approval by the association.

Papers and discussions on the retail grocer problem seemed to point in the direction of premiums or the use of premium coupons as the most practical way to help the grocer meet the competition of premium tea and coffee houses.

Many regarded the discussion of costs, introduced by an able paper prepared by Carl W. Brandl, as being one of the important factors of the meeting. As a result of this discussion many wholesale coffee roasters came to agree with Mr. Brandl that there was urgent need of the services of an expert to analyze the question of costs.

President Weir, after a two years’ term of office, marked by much constructive work, turned over the new ivory gavel, the gift of the New York branch, to his successor, Frank R. Seelye, of Chicago, and once again a representative of the Great West assumes the burdens incident to the office.

The complete report of the proceedings of the

four days' sessions presented herewith has been carefully edited with a view to the exclusion of relatively unimportant matter, in order to facilitate quick reading.

THE MEETINGS IN DETAIL

Running Story of the Important Happenings at all Sessions of the Convention Open to the Press and Public

THE convention was called to order by President Ross W. Weir at 11 o'clock on the morning of Tuesday, November 14. An invocation was offered by the Rev. John W. Williams, Rector of All Saints' Church, Chelsea.

Frank C. Russell, of New York, on behalf of the Coffee Roasters' Association, presented a silver decorated ivory gavel to President Weir, with a few well-chosen remarks to the effect that it was designed "to preserve order and knock the kinks out of the coffee business."

President Weir next introduced the Honorable Harry Bacharach, Mayor of Atlantic City, who welcomed the delegates to the Queen of the Atlantic Coast Resorts, and presented a muchly be-ribboned silver key of the city to President Weir.

J. O. Cheek, vice-president, Nashville, Tenn., made happy response for the National Coffee Roasters' Association. He said the members were no longer actuated by selfish motives, and that they now wanted to teach the American people more about the "God-given stimulant—coffee." Mr. Cheek also offered himself as a shining example of what the association could do for anyone in the coffee roasting business. He related how, when turned down by five life insurance companies and told he had only twelve months to live, he had begun taking the N. C. R. A. treatment, with the result that to-day he was considered a prize risk by any insurance company.

President Weir next presented his annual report, which was well received. It will be found among the reports and resolutions printed in another column.

F. J. Ach, of Dayton, moved that a message of sympathy be sent to Secretary G. W. Toms, recovering from his railroad accident at the Bryn Mawr, Pa., hospital.

President Weir announced the appointment of the following committees: Credentials, C. F. Blanke, St. Louis, chairman, and Messrs. D. H. Hoffman, New Orleans, and John Witherspoon, Fort Smith, Ark.; Press, Charles Lewis, Cincinnati, chairman, and Messrs. G. B. Lehy, Boston,

and F. R. Seelye, Chicago; Next Convention, K. Gill, Duluth, Minn., chairman, and Messrs. A. S. Brasen, Chicago, and W. E. Tone, St. Moines; Resolutions, D. B. Foster, Boston, chairman, and Messrs. Edward Aborn, New York, C. H. Bain, San Francisco, A. W. Berdon, New Orleans, Charles Blaul, Burlington, Ia., J. O. Cheek, Nashville, J. B. Dubrouillet, St. Louis, W. K. Gill, Duluth, J. Horton, Milwaukee, Charles Lewis, Cincinnati, R. W. McCreery, Marshalltown, Ia., F. R. Seelye, Chicago, and L. G. Zinsmeister, Louisville; Nominating, Victor Engelhard, Louisville, chairman, and Messrs. R. O. Miller, Chicago, W. E. Tone, Des Moines, Albin Blodgett, Toledo, D. H. Hoffman, New Orleans, H. A. Homcyer, St. Louis, J. Horton, Milwaukee, Charles H. Bain, San Francisco, A. C. Carter, Minneapolis, A. J. Dannemiller, Brooklyn, and Frank O. Field, Providence.

F. J. Ach, Dayton, E. C. Joannes, Los Angeles, and Paul I. Reynolds, Poughkeepsie, were added to the nominating committee from the floor, and R. W. McCreery, Marshalltown, Ia., Charles Lewis, Cincinnati, and J. O. Cheek, Nashville, were in the same manner added to the resolutions committee.

The morning session was brought to a close with a speech by Ben C. Casanas, of New Orleans, who talked on the tonic effects of the ocean and of coffee, referring to the conventions as post-graduate courses for coffee men. He told of the good things which the program had in store and urged upon the members the importance of being prompt at all the sessions. Mr. Casanas also presented the prizes in the golf tournament held the day previous. The names of the winners and the prizes will be found in the story of the entertainment features of the convention.

AFTERNOON SESSION

At the opening of the afternoon session L. J. Burnes, of the National City Bank of New York, made an address on the subject "Dollar Exchange," which will be found in the Convention Digest elsewhere in this issue. The burden of his plea was that coffee roasters should force dollar credits to the front in their dealings with Brazil.

President Weir then introduced Dr. C. L. Alsborg, chief of the Bureau of Chemistry, Federal Department of Agriculture, who, "speaking as a layman," pointed out that the Food and Drug Act was not only a health measure, but was designed for the prevention of fraud and unfair competition. He also discussed such subjects as watering the roast, glazing and the Java coffee

g. A digest of his remarks, which were listened to with rapt attention, will be found on another page of this number.

After Dr. Alsberg's speech, President Weir read for reports from branch associations. Frank Russell reported for the New York branch that its membership included twenty-five firms "comprising, with but one exception, all of the best of the largest coffee roasters in New York City and vicinity." During the year two new members were secured and one lost through resignation.

George S. Wright, Boston, reported that the New England branch was flourishing, but found difficulty in adding to its members, as there are now left comparatively few coffee roasters eligible for membership. The New England branch subscribed its quota toward the national advertising campaign, as a result of the visit paid to it early in the year by President Weir, with other members of the New York branch, and Messrs. Stofwegen and Bayne, representing the green coffee interests in the national advertising campaign committee. Membership in the New England branch numbers fifteen, the same as last year.

A. S. Brasen, Chicago, spoke for the Chicago branch. The membership is still 24. He reported considerable apathy, due to objections to the pro-coffee advertising campaign.

H. A. Honeyer, St. Louis, read the report of H. C. Grote, president of the St. Louis branch. This association has been holding noon-hour meetings, two each month, excepting during July and August, and found them of advantage in taking up questions pertaining to the coffee markets, discounts, freights, advertising, cost of doing business, manufacturing, salesmen and the relation of the roaster to the retailer and others. Such abuses as allowing cash discounts after the discount period, the storing and holding of green coffees subject to the customers' orders have been modified as a result of the association's activities.

W. K. Gill, Duluth, spoke for the Minneapolis Coffee Roasters' Association. He said this branch

was enjoying a healthy growth and found the association idea distinctly helpful.

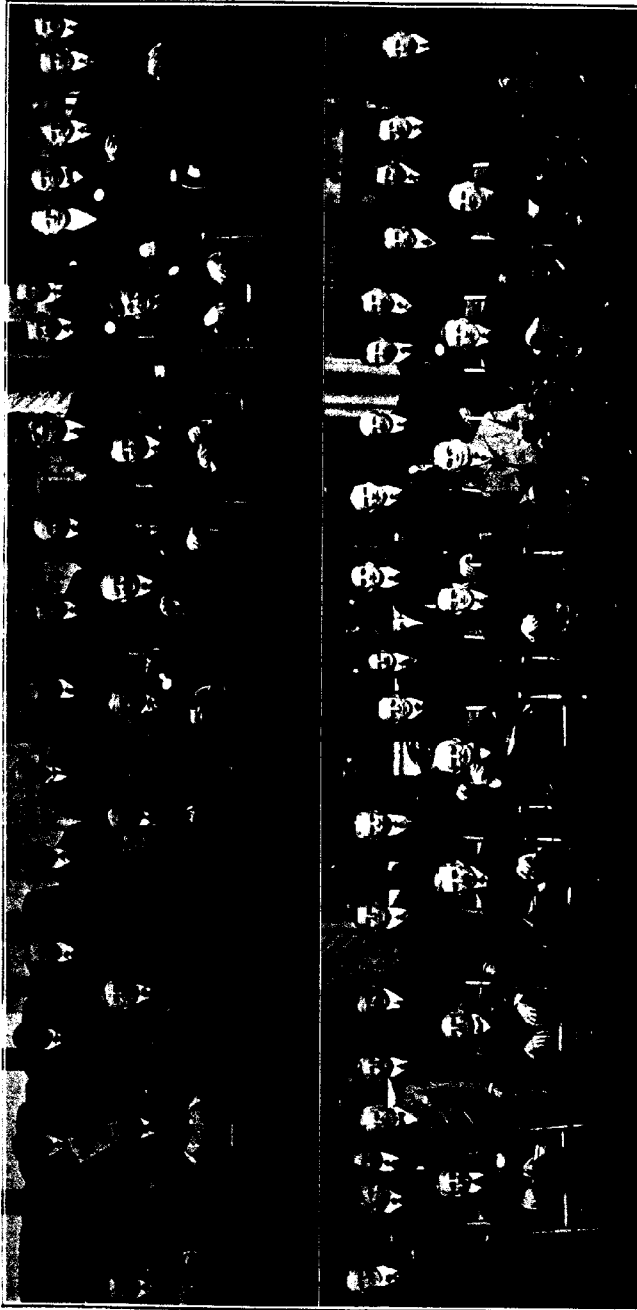
C. A. Clark, Milwaukee, read the report of the Wisconsin association, which discussed, among other subjects during the year, steel-cutting of coffee, the loss in weight, cost of grinding, the advisability of discouraging the sale of ground coffee to the grocer and how to help the grocer increase his coffee sales. Included in the report of the Wisconsin association was a table made up from figures obtained by a canvass of the city of Milwaukee to find the percentage of coffee sold by retail grocers. Five representative sections of the city were canvassed, and out of a total of 1,515 families called upon that used coffee, only 40 per cent bought it through the retail grocer. The results show that in sections where the grocer's percentage of sales were the highest the percentage of package coffees to his total sales were also the highest. The following table shows the net results of the canvass made.

C. H. Bain, San Francisco, read for J. A. Folger the report of the California Coffee Roasters' Association, which is composed of twelve members. Monthly meetings have been held during the year. Mr. Folger thinks all the members are "favorably inclined toward a national advertising campaign along certain lines." The association favors a blanket or combined policy for surety bonds and asks aid of the national organization to convince the insurance companies that it ought to be forthcoming. It also asks help in the way of a statement of fire insurance rates in other cities to the end that some relief can be prayed for from the present high rates obtaining in San Francisco.

C. W. Brand, Cleveland, in the absence of A. H. Devers, read his report for the Oregon branch. Mr. Devers reported ill-success in the association's work to help retailers increase their coffee sales. The report concluded with the following endorsement of "the protest made by the California association in respect to the action of the

PERCENTAGE OF BULK AND PACKAGE COFFEE SOLD BY MILWAUKEE GROCERS

Sections of the city	No. 1	No. 2	No. 3	No. 4	No. 5	Totals
Package coffee through grocers	36	47	71	24	55	233
Bulk coffee through grocers	111	76	44	62	88	381
Total coffee through grocers	147	123	115	86	143	614
Total other sources (54)	270	142	100	206	183	901
Grand total coffee users	417	265	215	292	326	1,515
Percentage of package coffee (of grocers' total sales)	24 1/2%	38%	62%	28%	28%	38%
Percentage of coffee sold by retail grocer	35%	46%	54%	29%	44%	46%



SOME OF THE ASSOCIATION MEMBERS AND VISITORS IN ATTENDANCE AT THE CONVENTION

Left to Right, Upper Cut, Standing—W. H. Woods, G. B. Lehy, S. A. Schenck, C. W. Griffin, T. E. Jamison, John E. King, J. C. de La Cour, John Hooper, H. F. Dodge, P. H. Russell, E. G. Reynolds, A. S. Harris, Bennett Gates, J. E. Porter, Ross W. Weir, J. S. George. Left to right, upper cut, sitting—R. M. Forbes, H. M. Mead, D. H. Russell, E. G. Reynolds, A. S. Harris, Bennett Gates, J. E. Porter, Ross W. Weir, J. S. George. Left to Right, Lower Cut, Standing—J. O. Cheek, C. W. Griffin, T. E. Jamison, John E. King, J. C. de La Cour, John Hooper, H. F. Dodge, P. H. Russell, E. G. Reynolds, A. S. Harris, Bennett Gates, J. E. Porter, Ross W. Weir, J. S. George. Left to right, lower cut, sitting—R. M. Forbes, H. M. Mead, D. H. Russell, E. G. Reynolds, A. S. Harris, Bennett Gates, J. E. Porter, Ross W. Weir, J. S. George.

national association encouraging the use of pulverized coffee. Our customers in this part of the country are satisfied with steel-cut coffees, and so much as the consumer has been educated to the use of steel-cut coffee we do not feel that it would be wise at this time to endorse the use of pulverized coffee."

Mr. Brand also read the report prepared by President Frederick F. Fischer for the Washington branch association. Mr. Fischer reported that he had tried "every means of persuasion in his power to whip into line some of the non-members, and on the occasion of Mr. Lewis' visit he was amply seconded in this respect, but with no results." He thought the roasters were too far apart to agree on a concerted policy, and that the outcome would be a local association which would protect the members from "illegitimate competition and other influences" which are apt to make it hard for them. The pro-coffee advertising campaign of the national association does not appeal to the Washington branch, the members preferring to spend their money "on their own businesses rather than in the interests of coffee as a commodity at large."

Lee G. Zinsmeister, Louisville, read the report of the Kentucky Roasters' Association, which held no regular meetings during the year until September, when the association was instrumental in bringing about a meeting of the Louisville coffee salesmen, "who in turn co-operated with the heads of the houses, and with the combined support of all we were able to counteract, to a certain extent, an extensive campaign which we thought was detrimental to our business."

M. H. Gasser, Toledo, spoke for the Tri-City association, which he said had held two successful meetings during the year and had unanimously approved the proposed publicity campaign of the national association.

The convention next listened to the reports of the committees. Charles Lewis read the report of the publicity committee. M. H. Gasser reported for the membership committee a gain of four members during the year, and announced an active membership campaign to be started after the convention. The finance committee report was included in the report of the treasurer. F. R. Seaman, New York, read for William B. Harris, New York, the report of the pure food committee. E. O. Cheek read the report of the speakers' bureau committee, urging the use of moving pictures and competent speakers on coffee topics. Abstracts of these various committee reports will be found in another column.

S. H. Holstad, Minneapolis, read a letter from

T. H. Green prefacing the latter's paper on the "National Bankruptcy Law," which will be found in the Convention Digest.

After this the convention adjourned for the day.

THE SECOND DAY'S MEETING

When President Weir called the second day's session to order, Edward Aborn was introduced and presented the report of the committee on better methods of coffee making. Mr. Aborn had given it the title "Yesterday, To-day and Tomorrow in Coffee Grinding and Brewing." It is printed in another part of this issue.

After reading the paper, Mr. Aborn explained the educational exhibit, saying that 500 boxes had been provided to meet the demand from schools wishing to teach children all about coffee. The boxes contained samples of coffee in the cherry, in the hull and the green beans. Included in the exhibit are charts and pictures designed to illustrate the story.

C. E. Blanke, of St. Louis, interrupted to say that one objection that he had found to Mr. Aborn's recommendation to keep the filter cloth submerged in cold water when not in use was that it made it harder to filter the coffee.

Mr. Aborn then made a report on the coffee mill. He said 10,000 had been sold and 1,200 to 1,500 additional mills ordered, but held up on account of the increased price of material. New mills made on the lines of the first model would cost 60 per cent more. He showed a mill with a new type of round tin hopper, which, he said, could be supplied for \$200 a dozen less in price, but still \$1.50 advance over the original dozen price. One advantage of this new model is that the roaster's own coffee can may be substituted for the hopper container.

At the close of Mr. Aborn's remarks, Charles H. Bain, of Hills Brothers, San Francisco, read a paper which he had entitled "An Expression from California on How Not to Advertise Coffee." Mr. Bain hadn't gotten very far along in his speech, which was largely devoted to a friendly criticism of the advertising and educational literature being put out by the national association, when President Weir interrupted and proposed an executive session for consideration of the paper.

E. J. Ach, of Dayton, said he thought it would do more harm than good to go into executive session and moved that the open session be continued. F. R. Seelye, of Chicago, seconded the motion. As it was the evident wish of the convention that Mr. Bain proceed with his paper in



EDWARD ABORN
New York



R. W. MCCREERY
Marshalltown, Ia.



J. O. CHEEK
Nashville



C. H. BAIN
San Francisco

NEW MEMBERS OF THE BOARD OF DIRECTORS

open session, President Weir said, "All right, you may continue." Mr. Bain's paper is printed in full elsewhere in this issue.

After concluding the reading of his paper, Mr. Bain said that he thought the association should be friendly to coffee in its advertising, that it should treat it as a beloved child, overlooking its faults if it had any. He also said that he objected to the uses to which the name of the association was being put for advertising purposes.

Mr. Ach said that it had been agreed that nothing of a controversial character should be introduced into the proposed general advertising campaign. He differentiated between the advertising campaign that is to be and the booklets and charts already published by authority of the association. He thought it right, proper and commendable that the educational committee publicize its findings and so answer the attacks of the enemies of coffee. He urged that recognition be given the known facts concerning caffeine and tannin in coffee and the new methods for minimizing their presence.

The chair thought it best to suspend further discussion, and Dr. Floyd W. Robison, vice-president of the Detroit Testing Laboratory, was then introduced to read his paper on "What Do We Know About Coffee?" Rarely has a paper been received with more marked demonstrations of approval by a coffee roasters' convention. To many of those present, some of Dr. Robison's conclusions appeared highly revolutionary. For one thing, he hailed coffee as a food product, whereupon Charles Lewis, of Cincinnati, who has for many years contended that the beverage had great food value, sat up and looked hard at the editor of *THE TEA AND COFFEE TRADE JOURNAL*, who has always contended that its food value was practically nil. Dr. Robison also said that caffeine and tannin, as such, do not exist in coffee

to coffee roasters. Coffee from which the caffeine or tannin has been eliminated he considered an undesirable and an unbalanced product—no longer coffee, but a coffee substitute. He urged the coffee roasters "to stop this talk about caffeine and tannin," and concluded by recommending the establishment of well-planned laboratory research, saying, "The facts regarding coffee will not hurt you, but beware of half facts." Dr. Robison's address is printed in full in this issue. Dr. Robison's paper was greeted with prolonged applause at the close and he was obliged to arise and bow his thanks.

Gus Biston, of St. Louis, moved that Dr. Robison's paper be printed in book form and sent to the members. Mr. Bain, of San Francisco, secured the floor and said, "After hearing Dr. Robison's paper I wish to withdraw the statement that I made to the effect that I could not see how scientists could produce profits for us instead of losses."

Mr. Aborn said he wished to endorse the point which Dr. Robison had made concerning laboratory research. E. Eug. Nortz, formerly of Havre, but now of New York, arose and said, "The consumption of coffee in the United States has increased one-half per cent per year in fifteen years, while the population has increased three per cent per year. This means a relative decline in the consumption in this country. Why must we always speak in defense of coffee? We ought not to be always on the defensive. We should be on the offensive. We should get out of the trenches and go after the enemies of coffee."

Mr. Cheek said he thought that no paper had been so full of meat in any session, and he hoped that action would result.

Mr. Blanke said it was important that the medical fraternity be put right on coffee,

Aborn asked Dr. Robison about boiled coffee, and Dr. Robison replied that the best answer the boiled coffee question was to clear an extract boiled with or without sugar, adding "You spoil it just the same."

Mr. McCreery recommended immediate action on Dr. Robison's paper. He thought it would be a mistake to refer it to the resolutions committee for executive session, as several members suggested.

Mr. W. Brand, Cleveland, said, "We need this information to put the medical profession right." President Weir pointed out that the advertising committee was awaiting funds and could not undertake any laboratory research just now.

Mr. Brand asked Dr. Robison to wait over and agreed to do so.

Mr. Clark moved that a vote of thanks be given Messrs. Aborn, Robison and Bain for their able papers and untiring work. It was unanimously agreed.

AFTERNOON SESSION

When the afternoon session convened at 2:40 P. M., Willibald Hoffman, of Milwaukee, read Lewis Sherman's report as chairman of the local branches committee, which dwelt upon the work of affiliating the roasters in certain logical geographical centers throughout the country. A list of the report will be found among the Reports and Resolutions printed in another column.

Mr. Cheek remarked that he could use from 50 to 200 copies of Dr. Robison's paper in his business.

President Weir read a telegram to be sent to A. Folger as president of the California branch, advising him that Mr. Bain's paper had been well received by the convention.

William Bayne, Jr., president of the New York

Coffee and Sugar Exchange, was then introduced and read his paper on "Harmony of Trade Relations." It will be found in the Convention Digest.

Mr. Ach moved that the resolutions committee be authorized to consider and recommend closer co-operation with the green coffee interests.

Alfred H. Beckmann, secretary of the National Wholesale Grocers' Association of the United States, appeared as a substitute for President Whitmarsh of that organization, and made an address which will be found included in the Convention Digest.

President Weir read a letter from the secretary to E. N. Hurley, chairman of the Federal Trade Commission, saying he was unable to be present.

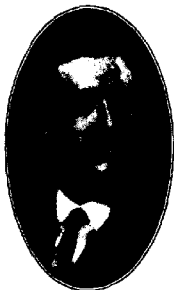
Mr. Brand moved that Mr. Ach's motion to have the resolutions committee consider the admission of the green coffee men be amended by adding the words "and allied interests."

The chair announced that C. F. Bonsor, of Philadelphia, acting upon a recommendation contained in Lewis Sherman's report, would call a meeting to organize a Philadelphia branch. Later Mr. Bonsor said this meeting would be held in Philadelphia some time after the first of January, and he hoped that roasters as far West as Pittsburgh and as far South as Norfolk would come into the affiliation.

Former Secretary John A. Green, of the National Association of Retail Grocers of the United States, was next introduced as a substitute for President John H. Schaefer, and opened the symposium devoted to the retail grocers' problem. Mr. Green made an interesting talk. Incidentally he told a story or two, one of which convulsed his hearers. It had to do with a visit which his brother paid to a Brooklyn physician, seeking medical advice because he had not been feeling



GEORGE S. WRIGHT
Boston



FRANK C. RUSSELL
New York



A. S. BRASEN
Chicago



CHARLES A. CLARK
Milwaukee

SOME BRANCH ASSOCIATION PRESIDENTS IN ATTENDANCE



Photos by L. G. Zinsmeister and W. H. Ukers.

BOARDWALK SNAPSHOTS AT THE CONVENTION

Nos. 1 and 2—R. W. McCreery, the Penny-Change man, and the genial Robert Burns. No. 3—J. O. Check, exhibit A in the N. C. R. A. One Hundred-Year Club. No. 4—D. B. Foster, Chairman, Resolutions Committee. No. 5—F. R. Seelye, Inviting the Presidential Lightning. No. 6—Geo. S. Wright, The "White House" Man. No. 7—L. G. Zinsmeister, Some Photographer. Nos. 8, 9, 10—Wm. G. Burns, A. Lincoln Burns, and V. H. Engelhard.

to the scratch. The physician asked, "Do you drink coffee?" Mr. Green replied "No." "Then," said the physician, "you should."

At the end of Mr. Green's address (included in the Convention Digest), President Weir said the organization would be glad to co-operate with retail grocers.

W. K. Gill, Duluth, Minn., next read a paper entitled "Recognizing the Retail Grocer's Share of the Coffee Business," the conclusion of which was that a pleased customer is the best advertisement. This paper will be found in the Convention Digest.

Paul M. Haserodt, vice-president of the Widdler company, Cleveland, then presented an able paper on "Our Retail Distributor," which was important because it recommended that the logical way to meet the premium competition of the premium companies in the tea and coffee trade, and the best way to help the retail grocer get back his lost coffee business and hold it, is to install a better premium plan—"one that at all times pays the grocer a fair profit." Mr. Haserodt's address will be found on another page of this issue.

Mr. Check then took the chair and introduced W. M. Rhett, assistant to the freight traffic manager of the Illinois Central Railroad, Chicago, who called the attention of the delegates to the car shortage situation, which he said was acute and was likely to become still more so. He urged that the roasters use the available car supply to the fullest extent as one way of relieving the situation.

Adjournment was then taken until Thursday morning.

THE THIRD DAY'S MEETING

The convention convened at 10:45 A. M. Frank R. Seelye, chairman of the retail grocers' problem committee, presented his report, which will be found among the Reports and Resolutions. It aroused considerable interest because it seemed to point in pretty much the same direction as Mr. Haserodt's paper of the preceding day, *i. e.*, that premiums offered the best weapon for meeting the competition of the premium tea and coffee concerns. The report suggested that a conference committee of the association and other grocery trade organizations examine further into the matter.

Mr. Haserodt arose to answer roasters who claim that pedler and chain store competition does not affect them, by stating that it will eventually and that they should prepare.

J. B. Stevenson, of Huntington, W. Va., said roasters should secure speakers on salesmanship to address grocers' meetings. His thought was

that until the grocers are made more efficient merchants the premium plan will not be well received by them.

Mr. Seelye said the plan must be worked out by co-operation between the three organizations mentioned in his report.

A. S. Brasen, of Chicago, said roasters should blame themselves and not the grocers for present conditions. He urged that the former stop being jealous of each other's output.

Mr. Haserodt pointed out that the grocer has some fifteen hundred different items in his store. Many salesmen come to him and say, "Put these goods in; you don't have to push them; we'll advertise them for you and move them off your shelves."

A. H. Beckmann was granted the privilege of the floor and said that he approved the conference committee plan. It had solved similar problems for the canners.

W. R. McCreery, Marshalltown, Ia., said there were two things to bear in mind in helping the grocer. One was penny change and the other was personal contact. He suggested that roasters concentrate on a particular dealer, show him how to intelligently handle their brands and leave the other dealers alone for competing coffee roasters. "This," said Mr. McCreery, "is the way to put the mail-order houses and cheap pedlers out of business."

John A. Sokol, Chicago, moved the adoption of Mr. Seelye's report and the appointment of a conference committee of three. The motion was carried.

Mr. Check moved a night executive session and the assembling of the convention at 9:30 on Friday morning.

Theo. O. Budenbach, New York, read the report of the committee on cost and freight contract. Briefly, it recommended the continuance of the work under a new committee and the sending of a representative to Brazil to present the new contract submitted. This report will be found among the Reports and Resolutions. Wm. B. Harris, New York, moved the adoption of the report.

At this point the room was darkened and Geo. E. Myers, Ph. D., delivered his address on "Bringing Great Industries to the Schools by Means of Motion Pictures." To illustrate his remarks, two reels of a motion picture of the worsted industry of the United States, under the title "How Uncle Sam Has Outgrown Homespun" were shown on the screen. The address will be found in the Convention Digest.

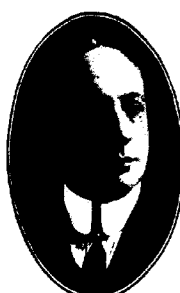
At the close of Dr. Myers' talk, A. H. Beck-



CHARLES LEWIS
Cincinnati



S. H. HOLSTAD
Minneapolis



EDWIN J. GILLIES
New York



F. J. ACH
Dayton

MEN PROMINENT IN ASSOCIATION AFFAIRS

mann announced that the National Wholesale Grocers' Association of the United States would be glad to distribute 50,000 booklets on "Penny Change" among its members. R. J. Davis, educational director of the association, also promised co-operation.

Carl W. Brand, Cleveland, next presented his paper on "The Increased Cost of Conducting a Wholesale Coffee Business," which proved to be one of the notable contributions to the meeting. He told of letters written to members asking for data and the astonishingly large number of replies received, showing that coffee roasters generally had more confidence in each other than obtained formerly. Many interesting cost figures were brought out in Mr. Brand's paper. Among other things, Mr. Brand showed that whereas the average cost of cans was 4½ cents, it cost the peddler only one-quarter of a cent per pound to pack his coffee in paper bags. Mr. Brand was of the opinion that an adequate moisture-proof carton was badly needed. He suggested an increase in the annual dues to provide for the services of an expert to analyze the question of costs.

At the close of the address, Mr. Beckmann referred to a publication of the National Wholesale Grocers' Association on "The Proper Method of Cost Accounting," and said he would be glad to send a copy to all members of the National Coffee Roasters' Association.

AFTERNOON SESSION

At the opening of the afternoon session there was a further discussion of Mr. Brand's paper. Mr. Weir thought it would be wiser to discuss the matter in executive session. Mr. Gasser so moved, but Messrs. Brand, Cheek and Lewis opposed the idea. Mr. Clark thought that if the reporters were permitted to remain they ought not to print any of the discussion.

The convention next listened to an able address by C. C. Parlin, of the Curtis Publishing Co., Philadelphia, on the co-operative idea as applied to coffee advertising, illustrated with charts. Among other interesting things brought out in this address was the fact that the coffee substitute people spent \$100,000 in thirty-one leading publications, while the advertisers of coffee were spending about half that amount. Mr. Parlin said the real proposition confronting the members of the association was whether they had enough faith in their own proposition and in each other to hold together and to carry out a continuous advertising policy long enough to secure results. He thought coffee should be advertised in a positive way over a period of not less than three years. He referred to the fact that the *Ladies' Home Journal* was about to publish an article on tea, coffee and cocoa, which, he said, "is not such as you would like to see published." The real trouble with the retail grocery business, he declared, was too many incompetents. He said, "The really competent man finds it doesn't pay to push brands." The roasters, in his opinion, had two courses open to them; one was to push coffee generally, and the other was to push one co-operative brand of standardized coffee. The only trouble with a co-operative coffee advertising plan, as he saw it, was this: "If you fail you will quit; if you succeed you will break up." Excerpts from Mr. Parlin's address will be found in the *Convention Digest*.

At 3:45 the convention went into executive session.

EXECUTIVE SESSIONS

At the executive session F. J. Ach, of Dayton, reported for the national advertising campaign committee. It was largely a progress report. Some of the local branches had pledged the full

... expected of them and others had not. The reports from Brazil were most encouraging. When it was pointed out that California had not lived up to expectations Mr. Bain said that the reason was that California objected to the kind of advertising which the national association was doing. There appeared to be considerable difference of opinion on this point. Mr. Ach again stated that the educational literature put out by the association should not be considered advertising. Mr. Bain thought it was advertising and California objected to it, particularly that part which referred to grinding and brewing methods.

Carl W. Brand presented a resolution designed to pour oil on the troubled waters, and which provided for no further information being given out or pronouncements being made on behalf of the national association until they had been confirmed by laboratory research and their publication authorized by the membership as a whole. A lively discussion ensued and the resolution was referred to a committee to report at an adjourned executive session to be held the same evening.

At the evening session the resolution was again presented, but it was found to have been broken up into several parts. The official text was not given out, but the gist of it follows:

1. The report of the better coffee making committee was approved.
2. A research bureau is to be established as soon as funds are available and the subjects of grinding and brewing are to be included in the investigations.
3. Pending reports from the bureau research, no printed matter is to be published in the name of the association, but such matter as is already circulated may be published by individuals.
4. If the necessary funds for laboratory re-

search are taken from the advertising fund, then the laboratory is to be under the control of the publicity propaganda committee. If the funds are taken from the subscriptions received from coffee roasters and the green coffee men, then the laboratory is to be under the control of the executive committee.

[The propaganda plans comprehend a yearly fund of \$60,000 being raised by the members of the National Coffee Roasters' Association, \$40,000 by the green coffee interests, and a contribution of \$100,000 by the Government of the State of Sao Paulo, Brazil.—THE EDITORS.]

THE FOURTH DAY'S MEETING

The last day of the convention opened at 9:20 on Friday morning.

G. E. MacIlwain, of Babson's Statistical Organization, read a paper on "Co-operation the Way Out for Business." It will be found in the Convention Digest.

There were brief reports by the first and second vice-presidents, and acting secretary Clarence Schmehl read the reports of the secretary and treasurer. It was announced that there were 206 members in the organization.

There was some discussion concerning the auditing of the secretary's and treasurer's books, and it was finally decided that there should be a semi-annual audit and that the secretary would receive funds as before. Mr. Ach moved that all advertising monies received be kept separate.

President Weir announced that it was understood that the proceedings of the closing sessions of yesterday were not to be published, but that the press committee would work out a brief summary for the press.



E. G. BEESON
Detroit



A. J. DANNE MILLER
New York



C. E. WYMAN
St. Paul



GEOFFREY B. LEHL
Boston

SOME WELL-KNOWN FACES AT THE ATLANTIC CITY CONVENTION



Photos by L. G. Zinsmeister and W. H. Ukers.

MORE SNAPSHOTS AT THE CONVENTION

Nos. 1, 2, 3, 4, and 5—W. E. Tone, Ed. Harrigan, T. Patrick Monahan, G. Lloyd, V. H. Engelhard.
 No. 6—Charles Lewis, Chairman, Fidelity Committee. No. 7—Wm. Bayne, Jr., President, New York Cocoa
 and Sugar Exchange, "Description Guaranteed." No. 8—William B. Harris, minus his red tie and wear-
 ing his Convention smile. No. 9—C. H. Bain, of San Francisco. Nos. 10, 11—Koss W. Weir and R. O.
 Miller out for a stroll. Nos. 12, 13, 14—Edward Aborn, Champion, Better Coffee Making, F. J. Ach, ex-
 President and Poet Laureate, and C. A. Clark, President, Wisconsin Branch Association.

Mr. Gasser proposed that the meeting go into executive session for a further discussion of Mr. Brand's paper on "Costs."

During the executive session Mr. Gill, being anxious to catch a train, presented the report of the next convention committee. The place selected was Detroit, and the time somewhere between the 15th of September and the 15th of October, the exact date to be fixed by the executive committee. Mr. Beeson urged that the date be not later than the first week in October, as after that time the lake boat lines stop running.

When the convention again convened in open session the committee on nominations, V. H. Engelhard, chairman, presented the following report:

For president, Frank R. Seelye, Chicago; for first vice-president, Ben C. Casanas, New Orleans; for second vice-president, J. M. McFadden, Dubuque; for treasurer, M. H. Gasser, Toledo; for members of the board of directors succeeding those whose terms expire in 1916, J. O. Check, Nashville; Edward Aborn, New York; C. H. Bain, San Francisco; R. W. McCreery, Marshalltown, Ia.

D. B. Foster, chairman of the committee on resolutions, then presented his report. It will be found in full among the Reports and Resolutions.

Mr. Brand moved that the secretary be instructed to cast one ballot for the officers and directors as named by the nominating committee. This was done amid applause.

Mr. Weir then introduced his successor, Frank R. Seelye, of Chicago. Mr. Seelye made a short speech in which he said that he appreciated the honor done him personally, and also because it recognized the city of Chicago. He knew what the office meant in the way of responsibility, because he had helped when Mr. Ach was unable to act as president during the period of the Dayton flood. He congratulated himself and the association on the strong list of officers, particularly as they so splendidly represented all sections of the country. He bespoke the hearty co-operation of all members. As his first official act he said he would like to re-appoint Mr. Weir and his associates on the pro-coffee campaign committee, because he said their painstaking and intelligent work demanded that they be continued.

Mr. Ach suggested an amendment to the constitution providing that, on the election of a new president, his immediate predecessor become a member of the executive committee, and so continue until the election of the next president. The amendment was carried.

Mr. Brand thought that the port of New Or-

leans should be represented on the pro-coffee advertising campaign committee, and that the committee should be enlarged if necessary.

Mr. Weir said he had no objections to having a member of the green coffee trade from New Orleans on the committee, but he did not think the suggestion was exactly in order.

Mr. Ach suggested that the New Orleans green coffee interests be invited to express themselves, and if they approved of the pro-coffee advertising campaign they select a member to serve on the committee.

Mr. Casanas, speaking for New Orleans, said they were satisfied to have the committee remain as it was.

Mr. Ach explained how the pro-coffee advertising campaign committee was made up.

Mr. Brand asked about the instructions given to the resolutions committee to report on a proposition to have the green coffee and allied trade interests as members.

Chairman Foster, of the committee, said that after due consideration and recalling the controversies of previous years, the committee thought it best not to report on the subject.

Mr. Lewis suggested the question be left to a conference committee.

Mr. Ach moved that the subject of inviting the green coffee and allied interests to affiliate be made a special order of business at the next convention. The motion was carried.

George S. Wright, of Boston, suggested a vote of appreciation of the efficiency and fine courtesy shown by acting secretary Schmölzel. The motion was carried.

President Seelye introduced first vice-president Casanas, who paid a compliment to retiring President Weir and said he hoped the rank and file would be with the officers to "hit the game hard."

Second Vice-President J. M. McFadden was next called upon, and he said that he appreciated the honor done him and felt that if the new executive committee was able to carry out its program there would be laid the ground work for a great future.

S. H. Holstad, of Minneapolis, moved that the executive committee be given full power to decide all questions pertaining to the school exhibit and the coffee mill.

Mr. Aborn reminded the members that the better coffee-making committee had expired by limitation.

Mr. Schmölzel acknowledged the vote of appreciation, after which the convention adjourned *sine die*.



THE ANNUAL BANQUET AT THE MARLBOROUGH-BLENHEIM HOTEL, NOVEMBER 15, 1946

THE ANNUAL BANQUET

There were 219 members and guests, including 54 ladies, at the annual banquet held at the Marlborough-Blenheim Hotel on Wednesday evening, November 15. Ross W. Weir acted as host-master, and seated with him at the guest table were His Excellency Dr. Domicio Da Gama, Brazilian Ambassador; Honorable E. C. Stokes, Governor of New Jersey; Edward James Cattell, statistician, of Philadelphia; H. C. De Martins Pinheiro, Brazil's Consul-General at New York; William Bayne, Jr., F. J. Ach, J. O. Check, Charles Lewis, T. F. Halligan and Alfred H. Beckman.

After toasts to the President of the United States and the President of Brazil (by a coincidence it was Brazil's birthday), President Weir introduced Ambassador Da Gama, who said he was thankful for the opportunity thus offered to a diplomat to speak to other people confidently and sincerely. The Ambassador said that he was there to pledge the moral support of the Brazil Government and the embassy to the cause represented by the National Coffee Roasters' Association.

Referring to "the unfortunate judicial suit against the coffee valorization," he said some newspapers charged the reason he felt the suit so keenly was that he was a coffee grower—a rich *fazendeiro* in Brazil. He wished to correct that flattering journalistic exaggeration. He was not a coffee grower, but he knew how coffee grew, because he had been a coffee picker before his teens. For this reason he claimed a bond of common interest with the coffee men "in being within order to talk shop." "Although," he added, "the shop being yours by all means, my part in the conversation will be more of a listener than a talker." Were it not for this consideration, the Ambassador said, he might try to tell the coffee men how to make money; as it was, he owed it to his past status in coffeeedom to listen with due respect to the discourses of those who rule the coffee trade, if anybody rules it, and to wish them every success in their meritorious efforts to develop it upon a sound basis.

Ex-Governor Stokes made a witty speech on patriotism and politics.

E. J. Cattell brought a typical message of optimism and good cheer. It was sprinkled with criticisms and anecdotes.

THE ENTERTAINMENT FEATURES

The entertainment schedule opened with a golf tournament at the Seaview Golf Club on Mon-

day, the 13th inst., Frank C. Russell acting as chairman of the golf committee. The president's cup, presented by Ross W. Weir, for the low net score, competition open to N. C. R. A. members only, was won by Carl W. Brand. A special prize of a carving set, for match play, no handicap, sixteen lowest gross scores to qualify and cards matched off, presented by the New England association, was won by W. K. Brown, of the J. S. Brown Mercantile Company, Denver. According to the "Deed of Gift" the winner of this prize was to be known as the champion of the tournament.

The first prize, a silver fruit bowl, presented by the New York branch for low net score, all entries, was won by W. G. Burns, of Jabez Burns & Sons, New York.

The second handicap prize, presented by the Philadelphia branch, open to N. C. R. A. members only, and consisting of a silver bread tray, was won by T. K. Baker, of the Baker Importing Company, New York.

The second handicap prize, presented by the golf committee, consisting of a silver sandwich tray, for the second net score, all entries, was won by S. Jackson, of New Orleans.

The third handicap prize of a silver bon bon dish, presented by the Twin City association for the third net score, all entries, was won by W. D. Stuart, of Arnold, Dorr & Co., New York.

The third handicap prize, presented by the California branch, of a silver ash tray, for N. C. R. A. members only, was won by Frank C. Russell, of Russell & Co., New York.

THEATRE PARTY AND SUPPER

On Tuesday evening the delegates renewed their youth by attending the performance at the Apollo Theatre of a good old-fashioned melodrama entitled "The Woman Who Paid," a story of California, which the California delegates agreed was a gross libel on their fair state. However, everybody had a good time, shrieks of laughter greeting the fervid pleas of the long-suffering heroine to her wicked brother "Bennie" to reform, and the choice bon mots contributed by Mrs. Molly Mann, the owner of Molly's Eating Joint, whose principal contribution was her advice to the "villain" to "tie his bull out in the desert."

Between the acts the delegates were given a treat in the first public showing of a moving picture film entitled "Coffee Roasting in America," prepared under the supervision of Jabez Burns & Sons. This film is described elsewhere in this issue. There was also shown a moving picture

A MESSAGE FROM PRESIDENT FRANK R. SEELYE TO THE READERS OF THE TEA AND COFFEE TRADE JOURNAL

CHICAGO, November 21, 1916.

The National Coffee Roasters' Association has just concluded a splendidly successful convention at Atlantic City.

Interest in the Association was evidenced by the large attendance at the convention, especially from the Pacific Coast, Oklahoma, the Middle West, as well as from the Northwest and the Southern States.

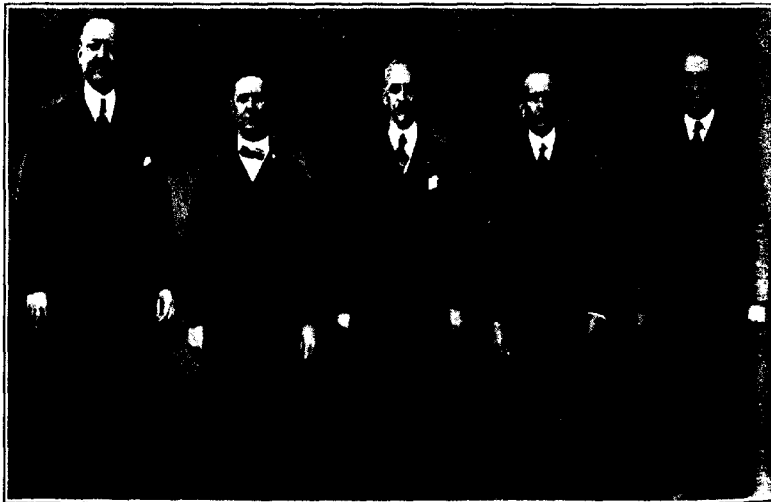
The papers and discussions were of particular interest and importance to coffee roasters.

Especially interesting and instructive were the addresses by Mr. L. J. Burnes, of the National City Bank of New York, on "Dollar Credits," and by Mr. Floyd W. Robison, of the Detroit Testing Laboratory, on "What We Know About Coffee." The discussion on "The Retail Grocers' Problem" was so largely participated in by members as to evidence a lively interest in this question.

This does not by any means indicate all the benefit derived by those who attended the convention. A helpful, friendly, co-operative spirit, for the good of the coffee business generally, was everywhere manifest, and those who attended were well repaid for the effort and time required.

FRANK R. SEELYE.

PRESIDENT SEELYE AND SOME OF HIS CO-WORKERS



Special photo for THE TEA AND COFFEE TRADE JOURNAL.

THE NEW OFFICERS CONSENT TO POSE FOR THEIR PHOTOGRAPH

Reading left to right they are: M. H. Gasser, Treasurer; Ben C. Casanas, First Vice-President; Frank R. Seelye, President; Ross W. Weir, retiring President, and J. M. McFadden, Second Vice-President.

THE NEW PRESIDENT

FRANK R. SEELYE Hails from Chicago and Has Long Been Active in Association Work

FRANK R. SEELYE, the newly-elected president of the National Coffee Roasters' Association, was born in Milwaukee, Wis., November 2, 1862. He was educated in the Evanston public schools and high school.

After entering business he was for a time with Messrs. Burt & Kingman, wholesale grocers, Chicago. He has been with Sherman Bros. & Co., importers of coffees, teas and spices, since 1885. In 1898 he was made secretary and treasurer of Sherman Bros. & Company.

Mr. Seelye has served four terms in the Evanston city council, from 1899 to 1907, and one term as city treasurer, from 1907 to 1909.

He has been active in the work of the National Coffee Roasters' Association since its first meeting in Chicago in 1911, where he was elected second vice-president. Mr. Seelye was also the first president of the Chicago Coffee Roasters' Trade and Pure Food Association. At the Hotel Astor convention in 1912, Mr. Seelye opposed anything which might be considered as an endorsement by the National Coffee Roasters' Association of the valorization plan. He was chosen first vice-president at this meeting. At the 1913 convention he was made a member of the board of directors, serving in that capacity for two years.

MOVIES AT THE CONVENTION

A Description of the Films Shown at the Annual Meeting of the National Coffee Roasters' Association

THREE commercial motion picture films were shown at the recent convention of the National Coffee Roasters' Association held at Atlantic City, November 14-17. Two of them had to do with the coffee business, and the other the wool industry. The latter film was used to illustrate a talk by Geo. E. Myers, Ph. D., of New York, entitled, "Bringing Great Industries to the Schools by Means of Motion Pictures."

These pictures were a convincing demonstration of the educational possibilities of the motion picture, and it is safe to assume that the movies will play a prominent part in coffee publicity from now on.

"COFFEE ROASTING IN AMERICA"

The newest picture shown at the convention was entitled, "Coffee Roasting in America." It was made for Jabez Burns & Sons, coffee machinery manufacturers, New York, and was shown for the first time, between the acts at the convention theatre party. It depicts the various processes incident to coffee roasting from the time the green coffee reaches the roasting plant until it is ready for packing.

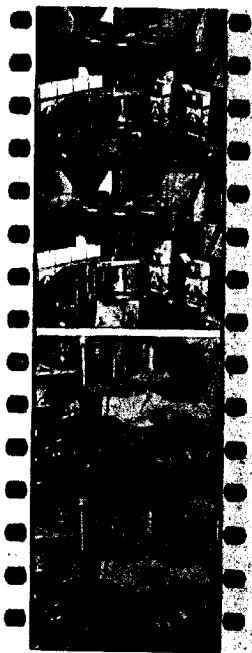
The film does not feature the equipment of any one plant, views being taken at several different



TWO VIEWS FROM THE MOTION PICTURE FILM "COFFEE ROASTING IN AMERICA"

places. It is designed to interest both the trade and the general public. Careful cup-testing and blending, the uniformity of factory roasting and thorough cleaning are some of the points which have been emphasized in the picture, the purpose being to impress the consumer with the thoroughness and expert work necessary to properly roast coffee. Jabez Burns & Sons were not mentioned in the titles, and no advertising intrudes at any point.

The picture begins with the drawing of samples from the bags of green coffee in the warehouse. Then follows the sample roasting and grinding, after which the coffee-tester is shown at work at the revolving table. One of the effective views at this point is a demonstration of the safety hot water kettle which lifts itself and automatically turns off the gas when the water gets low.



SHOWING TWO SECTIONS OF THE FILM ENTITLED
"MODERN PACKAGING"

After sampling, the factory mixing and cleaning processes are shown in convincing detail, a smoke taper indicating the suction which removes the dust. Then comes the roasting room, where the operator is seen taking off the roast. It is here that a view of the roasting cylinder is introduced, showing its interior construction.

* A LESSON IN THE ART OF COFFEE ROASTING

The film pictures the various processes through which the coffee passes after it leaves the roasting cylinder, including dumping into the new type "Tip-Top" cooler box with flexible arm connection to a fan overhead, which empties without effort, and the final suction cleaning which

removes remaining chaff and stones. One accumulation of stones, sticks and other refuse is pictured, thus demonstrating the thoroughness of the cleaning process.

After many manipulations the coffee finally finds its way to the air-tight storage bins, ready for packaging. The film story ends with a picture of a happy consumer enjoying a cup of American Premier Beverage.

Twenty-seven explanatory sub-titles are introduced throughout the picture, so that the audience can follow each step understandingly, the result being an instructive lesson in the art of coffee roasting as it is carried on in the United States. Since the convention this film has been shown at the Colonial Theatre, New York.

"MODERN PACKAGING"

The National Packaging Machinery Co., Boston, was the first firm to utilize motion pictures of coffee manufacturing. This concern makes a line of packaging machinery, and some months ago a complete installation of packaging machinery in actual operation in a modern plant was filmed under its direction. This picture, which is called "Modern Packaging," was thrown on the screen following the Burns picture at the Atlantic City convention.

The machines shown take flat sheets of cardboard and, after a series of continuous operations, deliver a finished carton filled with coffee and wrapped in waxed paper, ready for the shipping cases. Close-up views show the almost human manipulations of the machines, which, according to a sub-title, can produce 15,000 all-paper packages daily.

SPREADING THE PACKAGE GOODS GOSPEL

The pictures display in turn the working of the carton assembling machine, the feeding of the automatic weigher, the working of the scale control, the testing of the scale weights, the automatic transfer of packages from one machine to another, the closing and sealing of the cartons, and the final wrapping in waxed paper.

At one stage of the film the durable construction of the package is demonstrated by opening a filled coffee package which has been under water many hours, and the contents are shown undamaged by the immersion. The picture is designed to demonstrate the efficiency, economy and cleanliness of modern packaging methods.

The accompanying reproductions of sections of these pictures, showing some typical views, will give the reader an idea as to the appearance of the films.



J. C. WIRTZ
Carter, Macy & Co.,
Inc., New York



R. L. HECHT
Irwin-Harrisons & Crosfield
Inc., New York



CHARLES de CORDOVA
Tea Importer
New York



J. J. McNAMARA
Jones Bros. Co.,
New York

SOME WELL-KNOWN TEA MEN AT THE CONVENTION

NON-MEMBERS AT CONVENTION

Allied Interests Were Well Represented—Why the Roasters Should Welcome Them

By O. W. SIMMONS

A GOODLY number of men identified with allied trades attended the coffee roasters' convention. Several representatives of the green coffee trade and the tea importing fraternity, as well as salesmen for machinery and supply houses, were registered. This is as it should be.

The advantages of the personal contact between buyer and seller which these annual meetings afford are not all on the side of the allied interests.

Many associations co-operate with allied trades to the extent of sanctioning and fostering the attendance of salesmen; also the exhibiting of merchandise of possible interest to members. Buyers in such organizations go to the annual meetings not only for the purpose of mingling

with the men of their craft, and for the stimulus and profit to be gained from the convention sessions, but also to take advantage of the opportunities to shop afforded by the convention exhibits as well as contact with the salesmen. The merchandise displays to be found at the conventions of the larger associations, particularly, are comprehensive and interesting. The alert buyer discovers many short cuts to business efficiency at such a time.

ADVANTAGES OF CONVENTION EXHIBITS

As a rule, these exhibits include heavy machinery in actual operation. This is of especial advantage to the buyer, because he is likely to have no other opportunity to see the workings of the machines, unless it be in motion pictures.

Contact with salesmen representing various industries gives the buyer an excellent opportunity to broaden his grasp on trade conditions and cement personal friendships. It supplies him with an added insight into all that is newest and best in the field.



S. JACKSON
Office Forwarder
New Orleans



THOMAS M. ROYAL
Thomas M. Royal & Co.
Bryn Mawr, Pa.



H. L. HANSON
National Packaging Ma-
chinery Co., Boston



C. P. WELLMAN
National Packaging Ma-
chinery Co., Boston

A QUARTETTE OF NON-MEMBERS IN ATTENDANCE

Exhibits of coffee-making utensils, machines of every description, premium specialties, advertising matter, coffee containers, raw materials, and, in fact, all manner of coffee factory equipment and supplies might well be made an adjunct to the annual meetings of the N. C. R. A., and be of advantage to both the buyer and seller.

There was an unusually large attendance of green coffee men at the convention. This is explained in part by the close proximity of Atlantic City to New York. Even though the association has not as yet invited the green coffee men to become actively identified with it, nevertheless the latter take a keen interest in the welfare of the organization. It is understood that the green coffee men expect to do their full share toward contributing to the coffee publicity fund, and William Bayne, Jr., and Carl Stoffregen, as representatives of the green coffee trade, have rendered valuable assistance on the Joint Coffee Publicity Committee. Most of the large green coffee importing houses were represented at Atlantic City. Among the green coffee men registered were: J. W. Edmonds, Wm. F. Hartranft, Ed. Harrigan and G. Lloyd, Hard & Rand, New York; J. Aron and T. J. Israel, J. Aron & Co., New York; Leon Israel and William R. Comerford, Leon Israel & Bros., New York; T. J. Woods, Woods, Ehrhard & Co., New York; Geo. Braunling, Braunling Coffee Company, New York; Victor A. Cahill, Stephen Dorr and Walter D. Stuart, Arnold, Dorr & Co., New York; I. A. Sprague, Sprague & Rhodes, New York; C. H. Midden-dorf, New York; A. C. Israel and C. R. Coffin, A. C. Israel, New York; J. H. Windels, New York; J. D. Pixley and A. L. Owen, Williams, Russell & Co., New York; Charles F. Blake, New York, and Harry C. Danaher, New Orleans.

ALLIED INTERESTS REPRESENTED

The tea importing and jobbing trade was represented at the convention by J. C. Wirtz, Carter, Macy & Co., Inc., New York; R. L. Hecht, Irwin-Harrisons & Crosfield, Inc., New York; J. J. McNamara, Jones Bros. Company, New York; Charles de Cordova, New York, and G. A. Brecher, F. A. Grow and Oscar Van de Water, of the J. C. Whitney Company, New York and Chicago.

Several representatives of machinery houses were present, among them being Messrs. Robert, A. L. and William G. Burns, of Jabez Burns & Sons, New York; C. P. Wellman and H. L. Hanson, National Packaging Machinery Company, Boston; E. B. McKay, American Machinery Company, Philadelphia, and S. J. McTiernan, of the

Huntley Manufacturing Company, Silver Spring, N. Y.

Included among the supply houses represented were Thomas M. Royal and B. C. Betner, Thomas M. Royal & Co., Bryn Mawr, Pa.; H. T. Powell, Chicago Mill & Lumber Company, Chicago; G. H. Bowman and C. S. Ellis, G. H. Bowman Company, Cleveland, and Thomas J. Graham, United Profit Sharing Corporation, New York.

A complete list of both members and non-members registered at the convention will be found in another column.

REPORTS AND RESOLUTIONS

Salient Features of the Various Committee Recommendations and the Resolutions Adopted

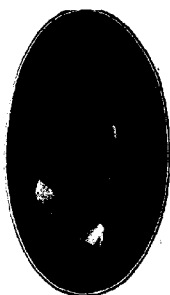
HERE will be found a digest of the reports of officers and committees, together with the most important resolutions adopted by the convention:

THE PRESIDENT'S ANNUAL REPORT

President Weir in his annual report told of the work which had been carried on during the past year, especially in connection with preparations for the pro-coffee national advertising campaign. The most pertinent passages in the report follow:

"The activities of the association for the preceding fiscal year have been largely confined to the necessary preliminary work incident to the inauguration of our pro-coffee national advertising campaign as authorized at our last convention, concerning the details of which members have been kept informed through circulars issued from the secretary's office from time to time. In order to assure the success of this important, constructive measure, it is most necessary to have the cordial co-operation and support of the entire trade. The movement had a splendid inauguration at our last convention in St. Louis, where it was unanimously voted that an energetic and forceful campaign in favor of coffee be started at the earliest possible moment, and your officers have been using their utmost endeavors to bring such a result to pass.

"I am very pleased to be able to testify as to the willingness of the green coffee interest in New York and elsewhere to co-operate in the movement. I also desire to express my thanks to William Bayne, Jr., and Carl Stoffregen for their hearty co-operation and support as members of your committee representing the green coffee interests. I am confident that as a result of our



T. J. ISRAEL
I. Aron & Co., Inc.,
New York



VICTOR A. CAHILL
Arnold, Dorr & Co.,
New York



T. J. WOODS
Woods, Ehrhard & Co.,
New York



C. H. MIDDENDORP
Exporters' Agent
New York



WM. R. COMERFORD
Leon Israel & Bros.
New York



J. W. EDMONDS
Hard & Rand
New York



ED. HARRIGAN
Hard & Rand
St. Louis



GEORGE BRAUNING
Brauning Coffee Co.
New York



H. C. DANAHER
Coffee Commission
New Orleans



A. C. ISRAEL
Coffee Importer
New York



C. ARNDT
Steinwender, Stoffregen &
Co., New York



CARL H. STOFFREGEN
Steinwender, Stoffregen &
Co., New York

PROMINENT GREEN COFFEE MEN AT THE CONVENTION

About forty members of the green coffee trade attended the Atlantic City meeting. Some of the representative men among them are pictured above.

deliberations at this convention the roasters will be found to be united in support of a movement that has to do with counteracting the false and misleading statements being made by some of the "substitute" manufacturers, as well as looking to increased consumption of the universal beverage—coffee.

"Pursuant to a resolution adopted at our meeting in Chicago last May, a special committee of five was appointed, of which Frank R. Seelye is chairman, to investigate and report as to the best method for the retail grocer vastly to increase his coffee business. At the convention of the National Retail Grocers' Association, held in New Orleans last May, B. C. Casanas delivered a very able and efficient argument. We, as roasters, must *seriously* consider this problem, which is ever-increasing in its perplexity and which affects the retail grocer—our customer—in like manner as it does us. I am confident that he will willingly co-operate, but we must show him the way.

"The second annual event, the Rhode Island Clam Bake, was held at the Pomham Club, Providence, R. I., last June, in the nature of a joint meeting of the New York and New England branch associations. It was a thoroughly enjoyable affair, so much so that it was voted to make it an annual event. I but wish that others of our branch associations would pattern after the example set by the Eastern locals referred to, to develop the co-operative spirit for the discussion of trade problems and to foster the good fellowship these gatherings invariably encourage.

"I cannot too strongly urge the dissemination of information, especially through the newspapers, of coffee as a beverage, which is most valuable to us in our efforts to popularize our product with the consumer. He has been misled into believing that coffee is not healthful for him to drink, whereas it is the world's most healthful beverage; it stimulates without any ill effects and is constantly growing in favor at home and abroad. Let us, therefore, as roasters, do our part to acquaint the consuming public with its *real merits* and its health-giving properties.

"My report would, I am sure, be incomplete without comment in regard to the excellence of the work done by Edward Aborn, as evidenced in the popularity of the Home Coffee Mill—our first big step forward in the betterment of coffee for the housewife. Ten thousand of these mills have already been distributed and we are now working on our second order. Reports of its efficiency in actual use are most favorable, and I think I am quite safe in stating that on the basis of five people to each home we have fifty thousand people enjoying the benefits of this mill.

"I also wish to commend the Educational Show Exhibit, as prepared by the committee having charge in charge.

"The revised "Cost and Freight" contract adopted at the St. Louis convention, was submitted to Santos shippers in accordance with the convention's instructions, with the result that while some of the shippers seem favorably disposed towards working under this contract, others are lukewarm and still others are radically opposed to it, claiming that their present contracts are ample and sufficient for trading purposes. I would call to the attention of members, however, that if a "Cost and Freight" contract can be drafted that will at once be acceptable to all trade interests here, and action inaugurated looking to its adoption by Brazil shippers, then I am confident such a contract will become universal in like manner as similar contracts now in force in Europe. But we ourselves *must* first determine what form is best.

"In August last a circular letter was sent out by the California branch to the members of the National Coffee Roasters' Association asking their opinion in regard to better coffee-making methods, as discussed at recent conventions of this association. I am confident that a discussion of the very important subjects which the circular letter covers will result in a complete understanding that will be, I hope, acceptable to all sections.

"The national association knows no sections in the conduct of its affairs. Its scope must always be broad and national and never local or narrow at any time, and I hope that our members will bear this in mind in the consideration of the various subjects that arise from time to time, and with which the national can only deal in the manner indicated.

"I have recently informed you by circular in regard to the serious accident that befell Mr. Toms on October 10 last at Bryn Mawr, Pa. His courage through the trying ordeal never failed him. He is getting along nicely, and aside from the injury to his foot will undoubtedly in time be restored to health. We miss him at this meeting and extend to him our heart-felt sympathy in his affliction.

"The attorneys for the association have just completed an extensive investigation of the trademark laws of the various states. I understand that under the decisions of the United States Supreme Court the first adopter and user of a trade mark does not necessarily in all cases acquire the right to the exclusive use of the mark throughout the United States. It appears that if a New York merchant adopted a certain trademark in 1900 and sold his goods under that mark

in the states of New York and New Jersey, an Illinois merchant in 1910 might adopt the same trade mark and be lawfully entitled to use it in Illinois and other states to which the market for the product of the New York merchant does not extend; provided, of course, the Illinois merchant acted innocently and without notice of the adoption of the mark by the New York merchant. Our attorneys advise that, aside from other benefits, it would be desirable to register valuable trade marks not only in the trade mark division of the United States Patent Office, but also under the laws of the several states, so as to serve as constructive notice of the original adoption of the trade mark and thus furnish evidence tending to show lack of good faith upon the part of a later adopter of the mark.

I want to call attention to the fact that associations of retailers, wholesalers, manufacturers and others in the trade have so-called conference committees, whose duties consist of holding joint meetings which are productive of the best results in co-operating in the endeavor to have manufacturing and merchandising more efficiently conducted through the elimination of wasteful and ill-advised practices. I would, therefore, recommend to the incoming administration of our association that a conference committee be appointed to take up subjects upon which members may wish to consult other interests in the trade.

No topic is of more vital concern to the manufacturers and merchants of the country than the subject of proper cost accounting. The Federal Trade Commission has taken a very deep interest in this subject, and President Wilson, in a letter to Chairman Hurley, warmly approves of the activities of the commission in encouraging the various trade associations of the country in their efforts to improve conditions in their respective industries, such as unifying cost accounting and bookkeeping methods. It is necessary to-day, for the business man's success, that he know on what articles he is making a profit and on what articles he is incurring a loss. Competitive conditions are seriously disturbed when losses on one article are recovered by profits on other articles. A manufacturer should not only know the cost of each article he manufactures, but he should also see that every article manufactured pays its general share of factory and general overhead expense. An adequate and scientific cost system makes it possible accurately to determine costs, to analyze and compare them and to use them as a basis for making reasonable prices. Furthermore, a manufacturer or merchant who keeps reliable records is able to make

clearer and more intelligent statements to his bank and is therefore in a position to obtain a larger line of credit than he could without such records. It is beyond dispute that the small independent retailer must greatly improve his business organization and adopt some simple but adequate system of accounts if he is to remain in competition with the highly organized chain stores and other agencies selling to the consumer.

I am pleased to be able to inform you that the finances of the association are in a healthy condition, our cash balance at the close of our fiscal year, October 31, amounting to \$1,768.97. A goodly portion of the sums expended during the past year have been for the account of the national advertising campaign, for which the association will be in part reimbursed in the event of the latter being inaugurated.

It is with sincere sorrow that I have to announce the deaths during the past year of the following of our members: William S. Scull, William S. Scull Co., Camden, N. J.; George F. Hanscom, J. Fullerton & Co., Boston, Mass.; Adolph E. Asher, Abel & Asher Co., Shreveport, La.; Henry Clay Tinney, The Geiger-Fishback Co., Indianapolis, Ind.; Frank W. Hayes, The S. C. Smith Co., Cleveland, Ohio; Isaac E. Tone, Tone Bros., Des Moines, Ia., and David B. Hamill, S. Hamill Co., Keokuk, Ia.

I wish to thank the members for their cordial co-operation and support during the continuance of my administration, and I desire to leave a message with you as your retiring president, viz: If the National Coffee Roasters' Association is to become an increasingly effective organization for good in trade circles, then it must progress along constructive lines with a unity of purpose. In turning the presidency over to my successor, I desire to tender to him support the like of which I have received, and to wish him success in the fullest possible measure in his efforts to uphold the principles of the National Coffee Roasters' Association so ably inaugurated by my predecessors in office.

REPORT OF THE SECRETARY

The report of George W. Toms, secretary, embraced the following information:

On list at last convention.....	201
Received since last convention.....	9
Lost by resignation.....	4
Lost by discontinuance.....	1
Lost by non-payment of dues.....	1
	<u>6</u>
Net gain during the year.....	3
	<u>204</u>

Balance on hand at last convention.....	\$1,905.83
Receipts during the year	8,943.66
Amount paid in on advertising campaign.....	375.00
	<u>\$11,224.49</u>
Disbursements during the year for all purposes	9,125.52
Leaving balance on hand October 31, 1916..	\$2,098.97

On the basis of present membership the Association's revenue from annual dues for the year upon which we are now entering should be, approximately, \$7,500.00.

Mr. Toms expressed profound regret at his enforced absence from the convention, owing to the accident which he suffered on October 10 and which resulted in the loss of his left foot, and which still keeps him confined to the hospital. Regarding his recovery, Mr. Toms said:

"Although the process of healing is necessarily slow, owing to the nature of the wound, I am making good progress toward recovery and expect to be able to resume my work before very long. Under the circumstances, and not having access to my official records, I trust I may be pardoned for omitting all reference to association affairs, other than membership and finances."

TREASURER'S REPORT

The report of W. T. Morley, treasurer, imparted the following information, as of November 1, 1916:

Balance November 1, 1915.....	\$1,605.83
Receipts to November 16, 1916:	
Interest	\$72.00
Dues, fees and sundries	8,874.92
Advertising account	375.00
Convention account	210.00
Total receipts	<u>9,531.92</u>
Total cash	<u>\$11,137.75</u>
Expenses:	
Advertising	\$938.85
Convention, 1915	391.01
Stationery, certificate & sundries	550.82
Office and general expense.....	2,304.57
Salaries	2,675.00
Travel expense	1,658.49
Professional services	610.78
	<u>9,124.52</u>
Balance November 1, 1916.....	<u>\$2,013.23</u>
Receipts since November 1st:	
Convention \$200.00, dues \$75.00.....	<u>\$275.00</u>
	<u>\$2,288.23</u>
Paid out since November 1st.....	178.65
Net balance	<u>\$2,109.58</u>

PUBLICITY COMMITTEE

Some important results have been obtained by the committee on publicity, Charles Lewis, chairman, George S. Wright and F. J. Ach, who reported that while no definite course of action has been followed pending the outcome of the pro-coffee propaganda committee, still a change in attitude of the daily press toward coffee is noted. They are much more favorably inclined toward coffee and seem willing to publish free articles as to its great benefits to the human family.

As early as January of this year a clipping was sent to the chairman of the publicity committee, taken from the *Seattle Dispatch*, setting forth that Dr. Mark A. Matthews, pastor of the First Presbyterian Church of Seattle is taking steps to find a substitute for saloons in the form of coffee houses in parts of the city frequented by large numbers of men following seasonable occupations.

In the issue of January 23, 1916, the *Health Magazine* contained a most interesting article on the question "Does the moderate drinking of coffee do any harm?" in which it goes on to say that every scientifically conducted test of the effects of coffee has proven negative and has failed to find that coffee in moderation does any harm.

Another interesting article was published by the *Sunday Herald* of Boston on "Housekeeping as a Profession," which gave a valuable talk on the subject of coffee, giving full credit to the National Coffee Roasters' Association. The headline ran: "Coffee—The Premier Beverage of the World."

The committee reported similar articles appearing in other leading dailies, and is sincerely grateful to trade journals, newspapers and magazines for their evident willingness to publish the true facts concerning coffee.

Physicians and scientists are recognizing the reinforcing value of good coffee, properly prepared and the enemies of the beverage, while continuing their attacks, are not so vicious, their advertisements are more carefully worded and their statements are not so strongly against coffee.

From observations and discussions with members in various sections of the country, the chairman was of the opinion that the publicity work of the association in the way of pamphlets, etc., has been of equal value to all its members. It was believed by the committee that so soon as the pro-coffee advertising propaganda becomes an assured fact the committee will be in much better position to achieve valuable and lasting results for the association by conscientious, intensive advertising of the value of coffee—the universal beverage.

PURE FOOD COMMITTEE

The salient features contained in the report of the pure food committee were as follows:

"Nothing whatever has been referred to the pure food committee by the association during the past year. Chairman William B. Harris said that the only item of importance to report in connection with the use of other Dutch East Indian Coffees in place of Java, in Java and

blends. Certain members of the association asked that inasmuch as it was impossible to get genuine Java types, Sumatra growths might be marketed under a Java and Mocha label with a qualifying clause in connection therewith. In the opinion of the chairman a label of this description would be considered incorrect, and regardless coffees from the Island of Java could not be temporarily suspended. The Department of Agriculture is watching coffee imports very carefully for low grades and is correcting errors in connection with interstate shipments as quickly as they are discovered.

"There is now very little cause for criticism in connection with coffee shipments made by the members of the National Coffee Roasters' Association. The chief difficulty is to be found in connection with intrastate shipments on the part of concerns that are not affiliated with our association, and there are numerous instances where coffees of this description are misrepresenting products, particularly in connection with bulk coffees.

"Business of this description will be brought into adjustment as the laws of the different states are made to conform with the Federal statute, and this having been accomplished they are properly enforced."

DEVELOPING LOCAL BRANCHES

One year ago, after the St. Louis convention, the committee on developing local branches separated the then 205 members according to States and placed a white tack on a map of the United States to designate each city where one or more roasters were located. A number on top of the tack showed the number of roasters in that city. These were separated according to geographical location and competitive markets. There were found to be seventeen natural groups, twelve of which were already represented by local branches, namely:

New England, New York, Cleveland-Detroit-Toledo, Kentucky, Chicago, Milwaukee, St. Louis, Minneapolis-St. Paul-Duluth, New Orleans, California, Oregon and Washington. There thus remained only five groups of roasters deprived of local association benefits.

Effort was made to link Buffalo, Rochester, Albany and Troy with the New York branch, but it was decided that this would be impracticable, and that nothing in particular would be gained, owing to their distances apart and different trade conditions.

The next proposition was that of forming a

branch from the members in Philadelphia, Baltimore, Camden, Norfolk and Richmond. No headway has been made in bringing about this combination.

Effort was also made to affiliate the roasters of Arkansas, Louisiana, Oklahoma and Texas with the New Orleans branch. Nothing developed from this effort.

In relation to Iowa the members meet occasionally as a result of their connections with other organizations, but a branch association, made up of the Iowa roasters might prove of benefit to all. This branch should be one of the liveliest and most influential in the entire association.

A long range effort was made also to form a Missouri River branch, comprising Sioux City, Omaha, St. Joseph, Atchison and Kansas City. This is not a sufficient field in the opinion of these roasters. If more roasters in that territory were members of the national association, such a branch would be possible.

As far as known the present local associations are having more or less frequent meetings. Acquaintanceships formed in this way develop into friendships which are of far greater value than any that can be figured in dollars and cents.

There are left, apparently, unaffiliated roasters in Indianapolis, Dayton, Cincinnati, Huntington, Lexington, Louisville, Evansville, Paducah, Nashville, Memphis and Birmingham. There is a branch now in Louisville with five members, and there is very little question but what a somewhat larger branch could be formed with this as a nucleus, embracing some of the cities mentioned above.

COMMITTEE ON COST AND FREIGHT CONTRACT

The committee regrets that it can report but very little progress in this connection.

Under date of February 24, 1916, a circular was sent by the secretary of the association to the members calling their attention to the fact that the following individual letter had been mailed to each of the following shippers in Santos, Brazil, the same having gone forward per S. S. Vasari on February 19, 1916:

Hard, Rand & C.	Iaoo Osorio.
Naumann, Gepp & C., Ltd.	S. Paulo Coffee Est. C.
R. Alves, Toledo & Co.	Toledo, Assumpcao & C.
E. Johnston & C., Ltd.	Companhia Nacional de
Companhia Prado Chaves.	Cafe.
Arbuckle & C.	Ind. Reun. F. Matarazzo.
Societe F. Bresilienne.	Nossack & C.
Michaelsen, Wright & C.	Francisco Tenorio.
Levy & C.	A. Baccarat.
Leite, Santos & C.	J. de Almeida Cardia.
Nicac & C.	Bell & Co.
Santos Coffee C.	Luiz Franco do Amaral, Jr.
Stolle, Emerson & C.	George W. Ennor.
Whitaker, Brotero & C.	A. J. Delange.
Prado Ferreira & C.	Zerrenner, Bulow & C.

Leon Israel & C.
Malis & C.
J. Aton & C.
Picone & C.
Eugen Urban,
Societade A. Martinelli,
Leime Ferreira & C.
Gustava Frinks & C.
Raphael Sampaio & C.
Diebold & C.
Eusebio Whitaker & C.
Theodor Wille & Co.
McLaughlin & C.

Freitas, Lima, Nogueira,
& C.
Villas Boas & C.
Oliveira Mello & C.
G. Tomasselli & C.
Joao Jorge, Figueiredo,
Dauch & C.
Comp. Paul de Armazens
Geraes.
Cerinholo, Rinaldi & C.
Joao Procopio, Trmaos
& C.

NEW YORK, Feb. 19, 1916.

GENTLEMEN:

For a long time this association has been working to draft a form of "Cost and Freight" sale contract which would be more satisfactory than the form now in use and which at the same time provide ample protection to both seller and buyer.

Our association has a membership of over two hundred roasters, representing over 50 per cent of the jobbing roasters in the United States, whose imports of coffee during the year 1915 aggregated over three millions of bags; and at its last annual convention held in St. Louis, Mo., the association approved a revised form of contract and recommend it to the earnest consideration of buyers and shippers.

We enclose herewith a copy of the proposed form and would respectfully urge its adoption by you for future contracts. We believe that your making offers on this contract would undoubtedly facilitate business between yourselves and our members and would lead to a better understanding on your part of roasters' requirements. We also believe that the result would be a decided increase in the direct imports of roasters in this country.

Will you kindly inform us if you are agreeable to adopting this form?

Respectfully,

NATIONAL COFFEE ROASTERS' ASSOCIATION,

By Geo. W. Toins, *Secretary*.

A copy of the above letter, together with a copy of the contract has also been sent to the American agents of each of the foregoing.

We would ask the earnest co-operation of members toward having this form generally adopted.

Respectfully,

NATIONAL COFFEE ROASTERS' ASSOCIATION,

By Geo. W. Toins, *Secretary*.

To the above we received the following replies:

SANTOS, April 19, 1916.

We beg to acknowledge receipt of your favors of February 18th and March 3d, with enclosures, contents of which have been duly noted.

As we cannot decide in this matter from our place, we beg to address your good selves to our American general agents, Messrs. Pressprich & Son Co., 96 Wall Street, of your city.

Yours very truly,

P. P. DIEBOLD & Co.

SANTOS, April 3, 1916.

I beg to acknowledge receipt of your favor of February 18th, and of its supplement of March 3d, inclosing the first one, the new form of the "Cost and Freight" Sale Contract, which you are working to draft in order to provide ample protection to both seller and buyer.

In answer to same, I hasten to give my entire approval to any measure having in view the equality and co-responsibility of both seller and buyer, as the interests of

both deserve the very same protection. Therefore, I beg to declare my full acquiescence in the adoption of the contract completely fulfilling these conditions.

As I have not yet looked for some one in the Santos whom I should sell my coffees, owing to the fact that the contracts which are most unfavorable for the sellers, I beg with beg you to kindly indicate the names of a few roasters in several towns of our country, which have no any direct connection with Santos, and to whom I can quietly sell the coffee required by them. The business I have in mind is the only one of direct roasters, on description.

Thanking you very much for the interest you will lead me to enter into agreeable connection with one of your members, I remain, dear sirs,

Respectfully yours,

J. DE ALMEIDA CO.

SANTOS, April 5, 1916.

We beg to acknowledge receipt of your esteemed favors of the 18th February and 3d March, as well as the contents of the proposed contract, contents of which had our full attention. We beg to say that Messrs. Grossman & Sielcken, 90-96 Wall Street, New York, are our agents for the United States of America, and respectfully beg to ask you to kindly apply to these gentlemen in the matter proposed by you.

Yours very truly,

THEODOR WILLE & Co.

SANTOS, March 27, 1916.

We are in possession of your kind favor of the 18th February ultimo, and in answer to same are sorry to inform you that presently we are not in position to take advantage of your "Cost and Freight" Sale Contract form, for the reason that we are not coffee exporters, though sometimes figuring in the list as such, because we ship small lots, acting as buying or forwarding agents.

Yours respectfully,

BELLI & Co.

SANTOS, March 25, 1916.

We are in receipt of your letters dated February 18th and March 3d, for which we beg to thank you. The matters referred to in the former remain entirely with our head office in New York.

Yours very truly,

HARD, RAND & Co.

SANTOS, March 11, 1916.

We beg to acknowledge receipt of your valued favor of February 18th, in reply to which we inform you that we are willing to accept and adopt the form of contract for sale of coffee in the United States which you kindly sent us, provided that our agent for your country—Mr. C. H. Middendorf, New York—advises us to do so.

We are writing Mr. Middendorf about the matter, and beg to kindly communicate with this gentleman.

Very respectfully yours,

LEITE, SANTOS & Co.

SANTOS, March 10, 1916.

Referring to your letter of the 18th ultimo, enclosing a copy of "Cost and Freight" Sale Contract, which you ask us to adopt on our future contracts, we have referred same to our principals in the United States—Messrs. R. Grace & Co., New York City.

Very truly yours,

STOLLE, EMERSON & Co.

SANTOS, March 9, 1916.

We are in receipt of your favor of the 18th ultimo, enclosing a copy of proposed new C. and F. Sale Contract, and in reply have to inform you that we are submitting the proposed form to our board of directors in London for their consideration.

Yours very truly,

E. JOHNSTON & Co.

SANTOS, March 20, 1916.

Your favor of February 18th arrived and received with interest. We send you this letter through the hands of

Messrs. August Stumm & Co., New York—
give authorization to decide the question.
proposal is quite feasible, although we like the
of good faith much better. In the business we do
Orleans (through Messrs. Westfeldt Bros.) we
other than Brazil classification, and we know as
if the shipment is unsatisfactory, the customer
buy again. This we consider the best principle.
system of arbitration if the buyer wants
worst we know, and we fear your new suggestion
towards that direction. Believe us, dear sirs,

Yours sincerely,
COMPANHIA NACIONAL DE CARR.

SANTOS, March 17, 1916.

We are to thank you for your kind letter of 18th Feb-
about the new form for sale contracts of coffee.
By same mail we post your letter and the new form to
General agents in the United States—Messrs. Fred-
West, Inc., New York, 78-82 Wall Street—who
decide about our approval and will give your our
answer.

Yours very truly,
LEVY & Co.

SANTOS, March 20, 1916.

We are in receipt of your favor of February 18th, with
of annexed, which we do not feel inclined to adopt,
consider it impossible.

Yours very truly,
SOCIETE FINANCIERE & COMMERCIALE
FRANCO-BRESILIENNE.

SANTOS, March 19, 1916.

We beg to acknowledge receipt of your favor of 18th
February, including copy of the new sale contract
of Cost and Freight business, as proposed by your Association.

We thank you for same, and in reply inform you that
we have referred your letter to our principals—Messrs.
Arbuckle Brothers, New York—and have requested that
they reply to your question about adopting the said form
of contract.

Yours truly,
ARBUCKLE & Co.

SANTOS, March 11, 1916.

Yours of the 18th ultimo to hand with enclosed Form
of Contract. We beg to state that we are not in favor of
adopting the new contract. We have had no trouble with
our own contract, and the few complaints made have all
been amicably adjusted. The Santos shippers who ship
must be well known to buyers, and they get smaller
prices, just the same as we here know the sellers who
ship badly, and we take it into account when we bid;
if the arbitration clause were to come into force the
seller personally thinks that shippers would not ship as
well on the chance of the coffee being passed by the arbi-
trators; that is the fact regarding shipments to Europe; all
disputes are arbitrated, and I think that everybody ships
as well as possible for that reason; the shipment may go
down, in which case it is so much to the good; if there
is an allowance that has been allowed for in reclamation
account. The writer personally does his utmost to ship
well to the States, as in his opinion, especially in New
Orleans and the West, both Comp. Krische and the
present company has done a very large business and re-
ceived very just treatment. As regards Europe, I think
all Santos shippers agree that both sides try to get the
letter of the other. I can remember a big firm of
traders saying, some years ago, if a European importer
saw there is a chance of even the smallest allowance
being obtainable on any one point of the description that
coffee will be arbitrated, no matter if the shipment is in
fact respects far above description. Well, when one is
dealing with that sort of crowd, one has to act accord-

ingly. One should be afraid that if the arbitration clause was
put into force that in time the relations between
buyer and seller would not be improved and that the
situation would be to arbitrate more than necessary on
both side, and on our side to ship as near as possible to
the contract.

Yours faithfully,
SANTOS COFFEE COMPANY.

NEW YORK, February 26, 1916.

We are in receipt of your letter of the 19th enclosing
of a letter which you have written to our Santos

house, with C. and F. contract recommended by your
Association.

We will be glad to communicate with you further on
the subject after we have heard from our Santos house
about the matter.

Yours very truly,
LEON ISRAEL & BROS.

A total of fourteen replies out of fifty-one written to.
To show that the proposed contract has received some
recognition in official quarters, the following is a transla-
tion of an article which appeared in the April 25th issue of
the *Boletim do Associacao Commercial*, published in
Santos:

"Office of Brazilian Consulate in the United States,
New York, March 10, 1916.

"Mr. President—I am sending today to His Excellency,
the Secretary of Finances of Sao Paulo, copy of some
considerations which this General Consulate has made
relative to a new form for future transactions in coffee,
proposed by the National Coffee Roasters' Association, of
this country.

As an affair of great interest to the Santos market is
being treated of, I have the pleasure of sending to you
herewith a copy of said work, taking advantage at the
same time to present to you the assurance of my high
esteem and consideration.

H. C. DE MARTINS PINHEIRO,
Consul-General."

Following are the considerations to which the above
note refers:

"Coffee Commerce Between Brazil and the United
States."

"The National Coffee Roasters' Association, of this
country, at their annual convention, lately held in the
city of St. Louis, Mo., resolved to adopt a new form for
the 'Contracts of Sale and Purchase of Coffee,' they
already having sent the respective model to the principal
export houses of Rio de Janeiro and Santos, soliciting
their respective approval, with which, without delay, the
new form proposed would come into vigor.

At first sight it appears that a more two-sided contract
of purchase and sale of a private character was being
treated of, in which only the contracting parties put forth
the right of regular advantage and omis, obviating any
contrivance on the part of third parties, such as the rep-
resentatives of the public administration, who in fact
legally have not the necessity to interfere in the case.

However, a more detailed examination of the affair re-
veals the complete opportunity for the presentation of
suggestions, so great are the interests involved, treating of
the principal food product with which Brazilian economies
are concerned.

The National Coffee Roasters' Association is a large
body made up of more than two hundred coffee-roasting
establishments, or being more than one-half of the coffee
roasters in America.

The establishments—members of the Association—im-
ported in the current year, say 1915, more than 3,000,000
bags of coffee, which represents almost 40 per cent of all
the coffee imported into the country; and, taking into
account that the coffee imported by these roasters alone
represents more than one-half of that which our country
exports to the United States," we arrive at the conclu-
sion that the affair has for Brazil a far-reaching im-
portance, being subject at least to the emission of impar-
tial opinions, which are proposed in order to bring about
a definite solution, and all information that can be
rationally encountered is invited.

These are the considerations which induce us to suggest
the following observations regarding the new form for
contracts of coffee," now presented to the exporters of
Brazil.

The 'form' proposed commences by establishing that the
'buyers' (therefore, the Americans) shall furnish bankers'
credits on London Exchange of \$4.86 per pound sterling,
etc.

Now, \$4.86 being the value 'par' of sterling, there
seems, therefore, to be attributed 'excess in the value of
money offered' with an equivalent depreciation of the
'product bought.'

Now that, principally, financial conditions are unfavor-
able to the circulation of the money of Europe, and, on
the contrary, 'dollar exchange' is so favorable—to adopt
the 'par' for the sterling surely is not in obedience to the
rules of logic, which, on the contrary, should well take
into account the actual instability in the acquisitive power
of the money ordered.

To pretend to overlook the fluctuations of value (and
such heavy fluctuations of the present times) in the
'money' that is offered in payment, which is nothing else

except 'merchandise,' subject in consequence to the fatal laws of supply and demand—is equivalent to the decreeing the 'immutability' in order that actually such 'unstable equilibrium' is prevented.

It is sufficient to reflect on the consequences of such fixation of value for the sterling, remembering that, even in the past year, before the realization of the great Anglo-French loan, the value of the pound sterling declined to \$4.34 (almost 11 per cent below par); if the form of contract now proposed had already been in effect, in the differences of English exchange and American exchange alone, the exporting trade of Brazil would have sacrificed, in absurd prejudice, the important sum of \$5,000,000, in the exportation of its last crop.

And the same actually, in spite of the value of the sterling being maintained at the rate of \$4.76 per £, there still will come an absolutely needless depreciation in our annual production of coffee of nearly \$1,000,000, solely with that apparently small difference of 20 per cent in the rate of exchange proposed for the conversion of sterling money.

Would it not be, therefore, more rational for the liquidation of American purchases to adopt the American monetary standard?

Would it not be preferable to take this latter as 'the only term of comparison,' instead of making difficult the operation of coffee bills with the useless, double conversion of dollars in £, and these into reis?

Here we leave these simple remarks, with the certain confidence that competent opinion in the export commerce of Brazil will give to this part of the material the most equitable solution.

Another point which we wish to call to the attention of parties interested, making use of your kind intervention, is the relative and final liquidation of the coffee contracts, which the proposed form appears to leave in such a discretionary way to the 'buyer,' in the manner as follows:

"In case that the shipment tendered against the contract does not constitute a good delivery in the 'opinion of the buyer,' and no equitable settlement can be arrived at between the buyer and the agent (of the seller), the case shall then be submitted to a board of arbitrators, etc."

It is well to note that the coffee shall be classified according to form of the beans, the respective size, color and quality in 26 different ways. It is easily seen how it will be difficult to avoid that a great number of divergencies will present themselves for arbitration along the lines above spoken of.

It would be desirable that a complete verification of these details should be made in the 'port of embarkation' of the product, especially Rio and Santos, where many of the large American houses, making consignments of the product already have their agents, and where examination of the product before shipment would save many losses that are to be feared if the proposals of the American importers were to be accepted without modifications.

We are of the opinion that an effort of this sense on the part of the export trade of Brazil would bring about beneficial modifications in the proposal sent; the United States absorb more than 500,000 tons of coffee per year, and they buy from Brazil almost three-quarters of what they need annually, through the impossibility in which all other coffee-producing countries find themselves of being able to supply the United States with what they require.

Nothing, therefore, is more legitimate than that the great classes on whom falls the privilege of interchange of the coffee product should discuss all measures guaranteeing their respective interests, such being the exporters of the country of origin and the importers in the country of destination.

(Signed) H. C. DE MARTINS PINHEIRO.

In conclusion the committee recommends that a new committee be appointed to devise a contract which would prove acceptable to all parties concerned. It would further recommend that upon the return to normal conditions it would be advisable to have a representative of this association go direct to Brazil and personally present this matter and endeavor to obtain the endorsement of a contract suitable to the needs of the members of the association.

THE RETAIL GROCER PROBLEM

For years the retail grocer has been the organized medium for the distribution of food products to the consumer. Methods of distribution have changed and mediums for distribution have multiplied. Formerly the retail grocer was practically the only distributor of coffee to the consumer. Now the best information is that the retail grocer distributes 40 per cent, while food companies, soap clubs, mail order houses and peddler concerns, large and small, distribute 60 per cent. The consumption of coffee per capita has changed but little, so that the present figures show a direct loss to the grocer in volume of distribution.

Is the grocer alive to this loss and to the danger of further loss to him of this most profitable commodity? The discussion in retail grocers' journals, retail grocers' conventions and in legislation advocated by retail grocers' organizations seems to answer in the affirmative so that publicity along this line is not needed.

How has this business been taken from the retail grocer?

Has the retail grocer been an efficient distributor?

From a series of articles in a retail grocer journal during the past year on "How I Hold My Coffee Business," the following is emphasized by the successful merchant:

"Always fresh coffee, not a pound over two weeks from roaster to table. Confining business to one line and few brands. Concentration of efforts in selling coffee. Best coffee at the price."

The stress on these by the few who have succeeded in holding their coffee business seems to emphasize the lack of these essentials by the majority who are successful.

Too many brands. Too much waiting for the customer to call for coffee and not enough vitality in the sales force to sell the goods. Too many stale and shop-worn packages have marked the average retail grocer as an inefficient distributor, and herein lay the opportunity that was seized and utilized by those who now have 60 per cent of the distribution.

How did they make their appeal to the consumer?

By premiums. By fresh goods. By reasonable margin of profit.

Can the grocer recover his lost coffee business?

It is within the power of every retail grocer to distribute the greater percentage of the coffee consumed in his territory. Much of it he can have immediately if he will intelligently cater to the requirements of his community.

must deliver fresh goods—this is essential. He must deliver the best at the price that money asks for. He must not expect abnormal profits in order to carry less profitable lines. He must employ clerks to be salesmen and not merely pack clerks. He must sell coffee, fresh coffee—coffee worth every cent he asks for it.

As to premiums: This is one of the potent features used by peddlers, soap clubs and others to make their appeal to the public, and that it has been successful in building up and holding disaffection cannot be denied. Three ways have been suggested to meet this form of competition:

1. To eliminate it by legislation.
2. To meet it by having all goods handled by the grocer carry premiums.
3. To educate the public against the use of premiums.

Legislation has been tried and has not been successful in solving the problem. Recent legislation by various states has shown conclusively that the giving of premiums direct to the consumer has not been disturbed but that there has been danger of taking from the grocer the right to use manufacturers' coupons or premiums in his own defense.

There is a wide difference between manufacturers' coupons and trading stamps. In the case of trading stamps the tax is directly upon the grocer, who must pay two and a half to three per cent out of his profits on every dollar's worth of goods he sells, while in the case of coupons the cost is provided for by the manufacturer, leaving the grocer his regular margin of profit.

If competition demands the premium plan (and it is true that this form appeals to many consumers as no other form of appeal does), and it serves the purpose of placing in the hands of the retailer a weapon for his own protection, we see no reason why he should not avail himself of it rather than by refusing to do so and see his trade go elsewhere. The premium plan is used extensively by manufacturers who pack and pay for the premiums without cost to the retailer.

This question of premiums is well worth careful and conscientious study and investigation by a committee of men capable of securing all the facts and deciding the case solely on its merits without allowing their individual opinions or prejudices to influence their judgment.

Therefore, We recommend that a National Coffee Roasters' Association conference committee be appointed to confer with like committee from the National Wholesale Grocers' Association, the National Retail Grocers' Association and any other association who may desire to appoint a like committee to investigate this subject.

RESOLUTIONS ADOPTED

Here are the most important resolutions reported by the resolutions committee and adopted in open convention:

ON DEATHS OF NINE MEMBERS

WHEREAS, The hand of death has removed from our midst William S. Scull, George F. Hanscom, Adolph E. Asher, Henry Clay Tinney, Frank W. Hayes, Isaac E. Tone, Davis B. Hamill, F. A. Bower and Harry B. Gates,
Resolved, That our Association has sustained a great loss and we shall sadly miss the kindly faces, valuable counsel and special fellowship of these our departed co-workers and friends.

FOR INFORMATION ON BANKRUPTCY LAW

Resolved, That the comprehensive paper by Mr. Green, of Minneapolis, on the National Bankruptcy Law, be filed with our secretary for future reference.

AUTHORIZING A CONFERENCE COMMITTEE

Resolved, That a conference committee be appointed by our incoming administration to confer and act with like committees of our kindred associations.

GREEN COFFEE COST AND FREIGHT CONTRACT

Resolved, That the Committee on Cost and Freight Contracts confer with a committee from the Green Coffee Trade for a more satisfactory green coffee cost and freight contract.

GRATITUDE TO SEVERAL COMMITTEES

Resolved, That a vote of thanks is hereby extended to the several committees to whom we are indebted for this enjoyable and successful sixth annual convention of the National Coffee Roasters' Association.

APPRECIATION OF TASTEFUL PROGRAMS

Resolved, That a vote of thanks is hereby extended to Messrs. Thomas M. Royal & Company, of Philadelphia, Pa., for their generous contribution to the success of this convention by providing in a most tasteful way our programs and other stationery.

HELPFUL SERVICE OF SPEAKERS

Resolved, That a special vote of thanks is hereby given to the speakers of this convention for the comprehensive, intelligent and helpful service they have rendered our Association.

THANKS FOR PRESS COURTESIES

Resolved, That a vote of thanks is hereby extended to the press for the kindly and intelligent consideration shown our Association the past year and during this, our sixth annual convention.

VALUE OF MOVING PICTURES

Resolved, That we are convinced that moving pictures could be a profitable way to make known to consumers the merits of our product, and we refer this subject to the Executive Committee for action.

FOR THE REGISTRATION OF TRADE MARKS

Resolved, That all members are urged to register all their brands and trade-marks and file a list of same with our secretary. Furthermore, be it

Resolved, That our secretary is hereby instructed to give this matter special and personal attention with individual members during the incoming year.

RISEING VOTE OF THANKS TO OFFICERS

WHEREAS, This convention recognizes with gratitude the efficiency, self-sacrificing spirit and fidelity to the good of the Association and to the cause of coffee shown in the work of the officers of this Association and its committees; therefore be it

Resolved, That this convention express its thanks and appreciation by a rising vote; and be it

Resolved, That this expression of thanks be especially extended to the Advertising Committee, who have, in addition to their regular duties, taken upon themselves, in a highly competent manner, the great additional burden of this work.

OUR KNOWLEDGE OF COFFEE

*Coffee is a Most Delicious and Well Balanced Food
Parcel and Consumers Properly Refuse to Adopt
Unsatisfying Substitutes—Too Much Stress
Has Been Laid on Caffeine and Tannin
Which Do Not Exist in Coffee
Except in Combination and are
of No Significance**

By FLOYD W. ROBISON

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IT would be carrying "coals to New Castle" or "milk to cows" for me to bring to you to-day the story of the inception of the use of coffee as a beverage. With that story and likewise the origin of coffee you are all familiar. It has passing interest and romantic value, but aside from this it does not command your attention. Nor is the widespread use of



FLOYD W. ROBISON

coffee as a beverage of great significance to you at this time, except that as a matter of business your interests lie in promoting this world use. I call it to your attention merely because the habits and opinions of the masses of people are not to be ignored, nor indeed lightly passed upon. A habit or custom which has fixed itself upon any large number of people must have underlying it some fundamental premise that is well rooted. Scientists do not lightly cast aside the opinions of a mass of people, for these opinions have not been formed except as a result of human experience. Many times the experience is not correctly interpreted, nor capable of accurate tabulation, but there is some accuracy in numbers and great safety in averages. In academic experience I have found that many students in a class would get a too low result and many would get a too high result, but the general average of the class would approximate the truth.

So I say to you that the fact that the use of coffee as a beverage is so widespread among our people is a significant fact; a fact itself worthy of study and not to be lightly ignored. Likewise

when any considerable number of people are against coffee or against any product and against other products and other beverages, this fact is not to be brushed aside without careful inquiry into the underlying causes.

COFFEE A MOST DELICIOUS PARCEL

Now what are some of the things that have attracted the general public to coffee as a beverage? First of all we may say the almost universal demand for a drink with our meals which is agreeable and non-injurious is the main underlying reason for the widespread use of coffee. There probably never was produced a drink which so fit into the exact desires of the appetite as does coffee.

To ask just why this is is equivalent to asking why the apple is so universally considered the king of fruits or to inquire why canteloupes have so come into general use in the menu. We cannot lay it to any one particular thing. It is not due to the caffeine contained therein, else we might expect any beverage containing caffeine to speedily become as popular. It cannot be due to tannin, else a watery decoction of tannin would come into general use. In plain words, coffee is coffee just as maple syrup is maple syrup, just as apples are apples—all products of nature and by nature blended into a most delicious parcel with which to reward mankind—a fruit of no labor.

A "PSYCHOLOGICAL" DRINK

Psychologically then, coffee answers the popular demand for a pleasant, satisfying drink the natural accompaniment of the daily menu. In searching for a product with the right psychological effect, the public hopes the physiological effects will supplement the aesthetic, for the general adaptability of the product, agreeableness, and the many, many points which enter into public appreciation of an agreeable beverage; in other words, what we have designated as the psychological influence is by far the most important influence affecting the masses of people.

SUBSTITUTES FAIL TO SATISFY

As proof of this statement, think of the beverages that have been proposed for general use. Think of cocoa, grape juice, caramel drinks, cereal drinks, malted milks, various products that have been built up, some of them scientifically correct, as we may say, nutritious, more or less palatable, non-injurious, refreshing, clever imitations of coffee—these have not the hold upon the public that coffee has, and to be sold must be constantly advertised. They may be made

* An address before the Sixth Annual Convention of the National Coffee Roasters' Association, Atlantic City, N. J., November 15, 1916.

biologically, chemically, physically, physiologically, but the psychological sense, the czar of the small, must be satisfied before complete success is reached.

Psychologically, coffee fills the public demand for no other beverage ever has. Its aromatic properties, its appearance, its color, its sparkling avidity, its taste, its satisfying qualities all proclaim its perfect adaptability testhetically to the diet. Coffee starts with the absolute good will of the consumers. Its hold upon the public is not a passive one.

CONSUMER PREJUDICED IN FAVOR OF COFFEE

In this respect it differs from many other food products. When the consumer wants coffee he wants it, and he will not be shunted onto some other "just as good" proposition. Not only is he not passive in his attitude toward coffee, but he is prejudiced in favor of it, and argument is required—and extensive argument at that—to convince him at least to the point of action that drinking coffee is detrimental to him.

Now, what is there in coffee, what do we actually know of its properties, we coffee men who have determined that the exploitation of coffee as a beverage shall be the serious business of our lives?

The raw or green coffee bean has little in it that indicates its value when roasted. None of the aromatic properties which mean so much in the finished cup are even hinted at in the green berry.

MODIFIED COFFEES ARE NOT COFFEES

The roasted coffee gives the first clew, and it must be remembered that even here we are not primarily concerned with the composition of the roasted coffee bean. Most scientific work has been performed on the roasted coffee bean. We are marketing the roasted coffee, but our interest is with the product the consumer must drink and its composition, and not primarily with the composition of the coffee berry itself. Of course, we know that the composition of the bean has a bearing on the drink, but it is not the great relationship.

Our business is not the manufacture of coffee substitutes, and that fact makes clear that processes having in mind changing the composition of coffee are not developed along the proper lines. Coffee owes its peculiar properties to the particular composition that it has, and anything that changes that composition changes the character of the drink itself. We are not interested in a caffeine-free coffee, for such

a product is not coffee, but a coffee substitute. We do not concern ourselves with tannin-free coffee, for this again is not coffee, but a coffee substitute.

Now, if we were going to manufacture and sell coffee substitutes, then we would become interested in these various modifications. But coffee substitutes are not coffees, cannot be so sold and will not satisfy the general public, particularly when they know the truth about coffee.

ANALYSES OF THE BEAN AND EXTRACT

Analysis of coffee tells much regarding it. Street gives a detailed analysis of Java coffee as follows:

	Per Cent
Water	5.62
Soluble solids	23.01
Ether extract	16.57
Mineral matter	4.27
Nitrogen	2.22
Caffeine	1.20
Tannin	11.37
Sugars	1.71

But we are more particularly concerned with substances in coffee which yield themselves to water under certain types of treatment. It is the coffee extract which people drink—the soluble portions. The analysis of a coffee extract or the beverage as prepared for the table shows a considerable change from the analysis of the coffee itself. Into the coffee extract has passed many of the more easily soluble portions, and so our interest centers on this composition.

The general analysis of a cup of well made coffee is as follows:

	Per Cent
Solids (soluble)	0.996
Mineral matter	0.196
Proteids	0.080
Tannin and Caffeine	0.282
Sugars, etc.	0.920
Fats	0.308

Obviously the composition of this extract depends much upon two processes. First, the roasting process and second, the brewing process.

STANDARDIZED ROASTING AND BLENDING

Most roasting, as well as most brewing, has been done without any very definite classified end in view. Great diversity of opinion exists among coffee roasters as to which type of roast produces the most desirable effect. Some desire a high roast, others a medium roast and there is great strife among them in this regard.

Now it seems to us that there should be common ground. This common ground should be a roast which develops without deterioration, or with a minimum of deterioration, the desired coffee constituents. Who shall answer this question as to the proper roast? We believe it is possible to determine, and a proper study of

coffee should begin at this point. Now unquestionably the answer to this question will involve the question of blends also. This also we feel can be quite accurately standardized. The roaster should have at his disposal charts telling him just what roast to give the regular coffees and what to do in the blending. That is to say, intelligent blending and roasting can only follow when composite, tabulated facts are known about the different coffees at his command. Coffee roasting should not be by rule of thumb. Coffee blending should not be by rule of thumb. Certain properties in coffee demand definite treatment, and until these facts are known it is folly to expect perfect uniformity of results.

A particular roast produces a different result in one coffee from the same roast in another. It is perfectly feasible to so standardize all coffee that the roaster may know in advance just what roast to give and what effect this will have on his particular blend. Blending may be done scientifically, and herein lies not only the perfection of the blend from a brewed coffee standpoint, but economy as well. If you are putting into your blend an expensive coffee, of what does it avail unless the expensive product is so proportioned that it asserts its individuality? Many times the amount of the higher priced coffee used is such that it is completely masked, and thus loses its identity, its effect being entirely unnoticeable.

If the undesirable ingredient in one cheap coffee were matched against the prominent characteristic of another cheap coffee, then a very small percentage of a more expensive coffee would dominate the blend and produce a desirable result.

It is pretty generally conceded that the peculiar aroma of coffee is due largely to the presence of a product caffeol, which seems to be developed during the roasting. In just what way it is developed is not known, and whether it is a definite constant product itself or a combination of products, aromatic but of varying degrees is not clearly proven.

TWO DISTINCT AROMATIC BODIES

In studying the preparation of a soluble coffee extract, we have separated this composite aromatic principle in quite large quantities, but on careful analysis have found at least two distinct aromatic bodies. We believe the product to consist of a series of aromatic products of similar composition, but varying in their agreeableness. In the case at hand, one separated product was distinctly agreeable and pleasant, whereas the other was distinctly disagreeable and could not

help injuring the quality of the brewed beverage.

It is evident that many times the roasting of the coffee has developed flavors and aromas entirely out of balance with what a careful knowledge of the characteristics of that coffee would have dictated. This is not only true of the roasting, but probably equally true of the brewing.

Our attention in coffee selection, in coffee roasting and in coffee brewing has been directed so much to a consideration of the caffeine and tannin, and too little to the development of aromatic flavor and food properties in the beverage. This is not at all strange, for caffeine and tannin have had to withstand more assaults, both popular and scientific, than has most any other constituent of a food product.

We have said little about brewing in spite of the fact that we appreciate that around the process of brewing probably lie the greatest possibilities for constructive work on coffee. Much discussion has taken place in this association on this point, but yet real facts are somewhat meager. There is dispute on the fineness of grind—a legitimate dispute, for it is by no means a one-sided matter. Many contend that a very fine grind is desirable, while others put their faith to a coarser granulated product. Each has merit. Undoubtedly the finer grind gives more complete extraction, but at the same time perhaps the coarser grind yields greater excellence in flavor. The finer may be more economical, but again there is some question as to how much this argument should weigh.

BREWING A QUESTION FOR RESEARCH

Again, how shall it be brewed? Shall we use a filtrator, percolator, the old style pot or what? This is properly a subject for continued research, and the association should have all the facts before pinning itself to any one process if indeed it even becomes necessary to tie itself down. It occurs to me that the association perhaps is more interested in a process than a device and may extend its approval to several different devices. Just now it seems to me that the approval of any special device is scarcely within the purpose.

A "BALANCED FOOD DRINK"

Coffee roasters and all friends of coffee have had very little information of a basic character to guide them in upholding coffee as a beverage. Practically the only data of a reliable character is data obtained by a study of products taken from coffee. The effect of coffee has been judged by the action of caffeine as a drug and by the known action of tannin in the free state. This is equivalent to saying that a diet of cranberry

is unwholesome because it is possible to obtain benzoic acid by appropriate methods from cranberries.

Now, personally, I am opposed to the general use of benzoic acid as a food preservative and I am opposed to the indiscriminate introduction of caffeine into foods and beverages, but I see no logic because of this in opposing the use of cranberries as a food nor in opposing the use of coffee as a beverage. Unquestionably cranberries should not be used during the stages of their growth, when perhaps the benzoic acid may be in a more or less free state, but when nature has completed the cycle and the acid lies bound in perfect balance in the package. So with coffee, the selection, roasting and even the brewing should be performed in a manner to preserve the delicate balance which exists among its varying constituents, and such a product, developed along these lines, will prove to be the beverage the great majority of the people believe it to be—a wholesome, satisfying food drink.

COFFEE A FOOD PRODUCT--NOT A TONIC

Now I believe that coffee is a food product. It is at least accessory to the diet, and as such becomes rightfully classed as a food. I take no special interest in its tonic properties, and as I see it this association is not interested in coffee particularly as a tonic or as a medicine. Coffee may have tonic action, but if so, this is of interest to the medical man and only through him to the general public. Unfortunately as I see it, many coffee roasters have pinned their faith to the medicinal or tonic properties of coffee, and it is just here that the mischief has been done.

I have before me an article sent me by courtesy of your association that emphasizes the point I bring out and which reads as follows:

"It is admitted even by its warmest friends that a cup of clear coffee contains no nutritive value. What little nutrition there may be in the green berry is eliminated by the roasting. When

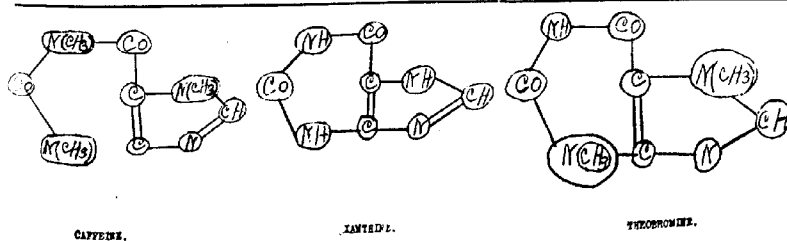
it reaches the consumer it is a stimulant pure and simple. Its most important constituent is, of course, the ubiquitous and exhilarating caffeine—a stimulant which is found in greater or less degree in coffee, tea, cocoa, cola and all such non-intoxicating beverages. Caffeine acts directly upon the nervous system. But also there is the caffe tannic acid, which is said by some to stimulate the gastric secretion and by others to produce dyspepsia, etc."

Now, please, what is there in this exceedingly well-written, but to my mind misinformation, that is of constructive benefit to the coffee roaster or that commends the beverage coffee to consumers? To my mind it would scarcely be out of place in the elaborately arranged advertising of a coffee substitute. Now, in the first place, its warmest friends do not admit that a cup of coffee is devoid of nutriment. The facts are that it does contain nutriment—not in large quantities, but nevertheless it is a distinct accessory to food. A cup of consommé or beef extract occupies a somewhat analogous position. Its claim to food value is not great. Indeed its use is for a purpose wherein food value per se is not an especial desideratum, but it does add piquancy and zest to the meal and likewise does coffee. Now without doubt meat extract is a stimulant and perhaps also a tonic, but its value in the diet is on the basis of its food accessory properties and it is sold as a food.

Meat extracts and bonillons probably possess as little food value as does coffee. They do have some value, but it is pretty generally admitted that the value of meat extracts lie in the fact that psychologically they are pleasant adjuncts to food, and this is the great relationship of coffee.

The caffeine in coffee is closely allied structurally to the xanthine in meat extracts. Caffeine is xanthine with three methyl groups. The theobromine of cocoa is xanthine with two methyl groups, and we may thus see how closely nature links the animal and the vegetable at times.

As xanthine is synthetic as well as an end prod-



FORMULA SHOWING THE RELATION OF CAFFEINE TO XANTHINE AND THEOBROMINE

duct of metabolism and belongs to the highest order of food products, although itself of doubtful food value, all may see that by analogy caffeine, and through it coffee, has first order associations.

CAFFEINE AND TANNIN OF NO SIGNIFICANCE

We doubt not that coffee has tonic properties and stimulating properties, but its food properties, and not its medicinal properties, are the basis of its hold upon the public, and you, gentlemen, must appreciate this. Stop talking of coffee as a tonic and talk *food*. Stop this talk about caffeine and tannin. They do not exist to you. Caffeine and tannin both, as well as caffeine, may be obtained from coffee as well as from other products, but we are not interested in what comes out of coffee, but what is in coffee.

One interesting fact regarding composition of food materials has been uncovered by Vaughan's classic researches on protein split products. Every typical proteid is a potential poison. White of egg, as well as lean meat, has within its molecule a poison group, which, if split off at a particular line or by a prolonged physiological action in the intestinal canal, becomes a distinct hazard to the health. Preparation of food will mean much in the hygiene of the future, and when we fully understand the exact composition of food materials, the forms and combinations that exist among the components of a food as eaten or a drink as drunk by the consumer, then we will appreciate that because caffeine can be obtained from coffee, or because by appropriate processes tannin may be extracted, or because benzoic acid may be obtained by certain methods from cranberries, is absolutely of no significance as to what materials exist in the original product as prepared for food.

PERFECT BALANCE OF ALL ESSENTIALS

I confidently expect that a careful research will prove that a carefully blended, properly roasted, properly brewed coffee will show the most perfect balance between practically all of its essential constituents. I know that a cup of coffee which shows upon analysis two grains of caffeine, is an entirely different product from a cup of water to which two grains caffeine have been added. I also know that a cup of water containing as much tannic acid, as analysis shows can be gotten from a cup of coffee, is vastly different from a cup of coffee.

Again, let us take the tannin and the caffeine and dissolve them in a cup of water. Have we a desirable beverage? No indeed. We have a product that is in every way what coffee's enemies

say about it. There is a balance in coffee, and that balance means to it exactly what it means to every other product of nature. Some have tried to eliminate the caffeine from coffee, the resultant product is undesirable and leaves an unbalanced product. I should look with suspicion, physiologically, upon a coffee substitute which takes caffeine out of the coffee. The product might as well be built artificially to begin with.

The public is not interested in a coffee with caffeine, nor in a coffee without tannin. They are components of coffee and essential to it, but they should be left as nature built them and not separated from their peculiar combinations.

Now I wish to illustrate to you what I mean when I say that caffeine and tannin do not exist to you.

I have here some pure caffeine and likewise some pure tannin. Now these two products can be obtained from coffee by appropriate methods, but they are practically incompatible in the *same* solution in the *free* state. I mean by this that caffeine and tannin will combine with each other and therefore whenever caffeine is present in a solution and tannin is also present, they unite because of their affinity for each other.

Hence, what we are concerned with then is the combined molecule of caffeine and tannin and not with caffeine alone or tannin alone. From analogy we have every reason to expect that, physiologically, the caffeine-tannin combination may have distinctly different properties from either caffeine or tannin when separated and studied in the free state.

(The illustration was shown by taking a little caffeine and a little tannin in separate test tubes, dissolving them in a little water, adding one to the other and showing that a combination took place.)

All has not gone well with the manufacture of coffee substitutes. It has not been easy to convince the public that a mixture of molasses and roasted bran or roasted barley can be a concoction that will cure all the ills of mankind. The extravagant claims of many of these products have been proven false and the advertiser of such has become wary in these days. The fact that these cereal substitutes have been ground to imitate ground coffee, and browned and roasted in an attempt to make them look and taste like coffee, is an indication of the tribute they pay to public appreciation of coffee.

DON'T WANT CATHARTICS IN FOOD

These boiled substitutes are not entirely lacking in merit, and if the coffee roasters feel that there is anything they should emulate about the

For substitutes for coffee, let them steep their ground coffee in a dilute solution of epsom salts, or mix a seidlitz powder along with the meal, to get the valuable effect of the cereal substitute to be reached. Cereal mixtures have this effect, but the public are not after cathartics in their food. Good wholesome food and drink is what the great masses of people pin their faith to. They will take medicine when they are sick, but food is wanted when they are well.

The only excuse ever given for drinking any one of the coffee substitutes is that the coffee roaster has believed the slanders of the substitute manufacturer and has taken to the medicine to correct a condition which he was led to believe had come upon him through drinking coffee. We are not sure but that there has at times been some ground for his fear. Destructively roasted coffee and much boiled coffee cannot be taken by all with perfect freedom and should be offered to none.

There may be found people who cannot drink the most perfectly brewed coffee, but when we are satisfied of the perfect wholesomeness of the beverage, then individual idiosyncrasy can be safely ignored, as in the case of any other food product. Strawberries are poison to some, but no one would contend that on that account strawberries are unwholesome. We know individuals to whom eggs are a virtual poison, but eggs to the masses are a wholesome food notwithstanding.

So it goes through all the list of palatable foods and wholesome drinks. The nutriment existing in a cup of clear beef tea or consomme is not greatly different from that in coffee. The nitrogen bodies in each are not vastly different in structure. One is a product of animal metabolism, the other a product of plant metabolism. The exact food properties of the extractives in beef tea or consomme is not at all a settled question. The value of the product is out of all proportions to its food value. It's the psychological sense that is catered to and this in turn has its effect on the activity of salivary glands, and this is directly favorable to the digestive processes.

MAKE COFFEE AN OPEN BOOK

It is time defamers of coffee were made to show their hand and prove their assertions. Coffee roasters have nothing to fear from any coffee substitute. The public know what cathartics are for but they do not want them mixed with their everyday food. You gentlemen must be prepared to defend yourselves and to proclaim the truth. The public have a right to expect that you are

prepared to defend the product you sell and it is entirely fitting that you should do so. There is every reason why you should have a pride in this business. Nature never before compounded a drink which has taken so firm a hold on the public generally. Science has not hurt you and it never will, but fragmentary science and sporadic investigations do not lead to a point where safe deduction can be drawn. You need now to begin a new constructive work, and let there be no halting until coffee is an open book to the whole people.

It is here that the laboratory must assist you, and I want to show you how it may assist you. As I stated early in my address, the public as a whole have a good opinion of coffee. They are prejudiced in its favor. It requires scientific argument to relieve them of this prejudice. But caffeine and tannin have been pounded so hard in the last few years that the public has been compelled to listen. It has looked in vain for an advocate to arise and say that the critics of coffee are mistaken. It has turned to the medical man and asked him. He says coffee has tonic properties, that it has caffeine and tannin, both of which make its habitual use questionable. It has turned to the roasters themselves and they have told him that their particular coffee has had most of its tannin removed or that their special process eliminates the caffeine, and so the public realizes that even the coffee roaster is afraid of the caffeine and tannin in coffee. Is it any wonder that the public have half believed the statements of the manufacturers of coffee substitutes, where the friends of coffee themselves have been so impotent in its defense? What is needed is a well-planned, organized campaign; not a Hurrah Boys! affair, but one developed after deliberate planning and with a special purpose in mind. To my mind this should center itself on the laboratory.

PERMANENT LABORATORY FOR RESEARCH

In this laboratory careful research should be made into composition and effect of roasting of the different types of coffee available, studies of blends and scientific ways of blending and finally detailed brewing studies on all kinds and blends of coffees. This cannot be done in a day. It should be a permanent part of this association, just as the canners' research laboratories are a part of the National Canners' Association and similar in its scope. Under the influence of the canners' laboratory, public and professional prejudice against canned foods has melted like the snow before an April shower.

My conception of the problem would necessitate the organization, under the control of a strong committee of this association, of a research laboratory or investigation institute. This laboratory should appear before every scientific society in the country, partake in discussion and become active in its work. In this way the association laboratory would come to be recognized as authority along its lines.

From the laboratory its director or some one selected by him should appear before consumers' organizations and in every public place available to impress the public with the merits of coffee; before domestic science clubs and before college classes to instruct how to prepare coffee and what its properties are; before medical organizations to put them right regarding coffee as a beverage. To this laboratory should be referred individual advertising that the fundamentals of our advertising shall be consistent and true. From this institution should emanate, at more or less regular intervals, facts and the results of experiments, helps to the trade, etc. I believe the laboratory should help the roaster decide the question of proper roast, perhaps also blends, and, it may be, established a school for the training of roasters and to acquaint the members and their staff with real facts about the product they sell.

Who can estimate the good this will accomplish? This will drive to cover the enemies of coffee. It will stimulate (here I think we may use the term) the trade. It will win the co-operation of the medical profession and satisfy the public.

Gentlemen, facts regarding coffee will not hurt you, but beware of half facts. Beware of an investigation half planned. I know what can be done with proper support and you should prepare to go into this with this end in view. I do not believe in meeting issues as they arise. I believe in solving problems before they arise and in such a procedure is strength. This will require perhaps an about-face attitude on the part of this association; but my message is to be of good cheer, for the truth shall make you free.

COFFEE FREIGHT RATES INVOLVED

[STAFF CORRESPONDENCE]

WASHINGTON, D. C., Nov. 20, 1916.—The Interstate Commerce Commission has been asked by the Louisville and Nashville railroad to reopen the case of the Freight Bureau of the Merchants' and Manufacturers' Association of Birmingham, against the L. & N. This case involves the freight rates on coffee from New Orleans to Birmingham.

PREMIUM AID FOR GROCERS

The Use of Premiums Offers the Logical Way for Them to Get Back the Coffee Business They Have Lost to the Premium Companies*

By PAUL M. HASERODT
Cleveland, Ohio

THE retail grocer is in status quo, meaning by that he is in a hell of a fix. He has on one side the mail-order houses, soap clubs, interstate and local premium companies, who have singled out and feature coffee and various other items representing the most profitable goods the grocer carries, and he has on the other side the chain store and department stores, who feature staple advertised brands at cut prices to attract consumers to their stores, thereby curtailing the grocer's sale on profitable goods and condensing his line to such items which do not pay his overhead let alone a profit. Gentlemen, the condition is serious, and those of you who do not get out on the firing line cannot appreciate how serious it really is. A remedy is needed at once, and is needed badly, that will improve conditions with the grocer, and it is up to us to supply that necessary remedy."

HOW THE ROASTERS CAN HELP THE GROCERS

Mr. Haserodt then told of a letter which he had written to 116 officers of national, State and local associations of retail grocers, asking them to tell him what the National Coffee Roasters' Association could do to help the grocer. He received 31 replies, representing about 27 per cent, and the following is a digest of the answers:

John A. Schaefer, president, National Association of Retail Grocers, Davenport, Iowa, recommends better values, house-to-house solicitation.

Sol. Westerfeld, vice-president, National Association of Retail Grocers, Chicago, recommends good quality, fast brands, fresh stock, normal profits.

Wm. Jeffery, treasurer, National Association of Retail Grocers, Hornell, N. Y., recommends truthful advertising, federal laws to abolish fraudulent methods of peddling, giving, clean-cut salesmen, quality, fair and square dealings, fair profit to the grocer.

Frank W. Mendum, trustee, National Association of Retail Grocers, Boston, recommends urging grocers to make their coffee and tea department an attractive part of their store and getting them to specialize on coffee and tea, impressing grocer with the importance of fresh stock, normal profit, and better merchandising methods.

Other answers, mostly from State secretaries, were pretty much along the same lines. They showed that the retail grocer is suffering badly from lack of business in his coffee department, but that there is much divergence of opinion as to the best way to regain the lost trade.

* Excerpts from an address before the sixth annual convention of the National Coffee Roasters' Association, Atlantic City, November 15, 1916.

rankly in favor of the use of coupons with or other premium help, while others were either opposed to premiums, coupons and stamps. Mr. Haserodt continued:

"Investigations which I have personally conducted prove that the grocers on an average are selling only 40 per cent to 50 per cent of their customers' coffee, and that the other 50 per cent is being supplied by mail-order houses, soap clubs and various inter-state and premium companies.

"If there is any grocer who doubts that his individual business is affected to this extent he can easily determine the facts by using the following figures: The average consumption of coffee is one pound per family per week, so if a grocer has 100 customers he should be selling 100 pounds of coffee per week.

CHANGING TRADE CONDITIONS

"There was a time not many years ago when the only opportunity we had to increase our coffee business was to either load the dealer or convert the sale of our competitor's brands to ours, but conditions have changed, and if you investigate you will find that the field for increasing our business to-day is outside the grocery store, and not the brands on the dealer's shelves, because most of them are not selling any better than yours.

"In addition to coffee, these various outside concerns sell and feature tea, spice, extracts, baking powder, cocoa, chocolate, canned goods, soap, soap powder, rice, bluing, ammonia, and various other items, and are constantly adding more products to their line, all of which represent the most profitable items the grocer carries, and to date they have been successful in detracting from the grocer's volume on these lines in practically the same ratio as they have on coffee, with the result that it is becoming more and more difficult for the grocer to pay his bills.

"Some of you may imagine because you are in the coffee business that coffee is the chief or only item those outside concerns put their efforts on, whereas they feature the other products they carry just as much as they do coffee, although in interesting new trade they always start with coffee as they know that the average family needs one pound of coffee a week, so that the housewife is in the market for coffee almost any time their solicitors call. Therefore, the jobbing grocer should combine with us in solving the problem and improving conditions with the retail grocer.

MILLIONS IN TEA, COFFEE AND PREMIUMS

"At the present time there are at least ten concerns with almost unlimited capital who cover the entire United States, using various premium plans soliciting and supplying the consumer directly. In addition to these mammoth concerns there are hundreds of smaller concerns operating on similar lines, the combined efforts of which have during the past fifteen years resulted in interesting and selling coffee and other profitable grocery products to over 50 per cent of the consuming families throughout the United States.

"The official statement of one of these concerns shows that during 1915 they sold over ten million dollars' worth of grocery products, and

the statement of another shows that during 1915 they did a business in grocery products of approximately \$9,000,000, and at the present time this concern claims to be selling coffee and other grocery products to 2,000,000 families, which, figuring five to the family, is 10,000,000 people, or one-tenth of the entire population of the United States.

"All of this vast amount of business has been converted from the grocery store approximately within the past fifteen years, and with the increased amount of capital those concerns now have at their command, I predict they will make even greater progress during the next five years than they have during the past fifteen years.

"Besides, the publication of their progress is certain to prompt a great many others to enter the field on the same plan; in fact, I can cite a number of concerns with vast amounts of capital who have already begun operation, as well as a number of others who are now organizing; thus, while the grocer may still be selling 50 per cent of his customers' coffee, tea, spice and other profitable goods, he is bound to suffer a further shrinkage unless the proper merchandising plans are devised to check their progress. Therefore, I feel our problem is not only to get back the business that has already left the grocer but to hold what he has left as well.

"From the nature of the various suggestions offered to compete with these outside concerns, I feel quite sure that a great many of our members, as well as a great many others who have suggested various plans for increasing the grocer's business, are not entirely conversant with the plans and merchandising methods some of these outside concerns employ to get business, and since I feel that we must first understand our competitor's proposition thoroughly, and know how it operates before we can successfully devise practical plans to compete, I present to you in detail the plan and merchandising methods used by one of the largest companies in the country, who use premiums, solicit business house-to-house, and who are credited with making the greatest progress of any concern in the business, and who are recognized as the grocer's most serious competitor.

HOW THE PREMIUM HOUSE WORKS

"Their plan is as follows: District managers are assigned certain territories. They employ solicitors to secure agreements from consumers to purchase certain merchandise they carry, and wagon men to deliver the goods as the consumer wants them. Solicitor carries a special premium (an electric iron, for example), and calls on consumers in their homes. Solicitor is told to learn the name of the lady before he calls, so that he can call her by name. (For example, let us assume the consumer's name is Mrs. Jones.)

Solicitor: "Good morning, Mrs. Jones."

Mrs. Jones: "Good morning."

Solicitor: "Mrs. Jones, where do you buy your coffee?"

Mrs. Jones: "I buy it of my grocer."

Solicitor: "What do you pay for your coffee?"

Mrs. Jones: "Thirty cents a pound."

Solicitor: "That's just what we charge for ours, but I have something special to-day. I give you this Electric Iron—not only that—I give it to you now. It's yours. All I ask you to do is to buy 60 pounds of coffee. You don't take the coffee any faster than you need it. Our

driver will deliver you two pounds every two weeks and you pay for it as you get it."

Mrs. Jones: "Well, I should like to have that iron, but how about the coffee? Is it good?"

Solicitor: "Fine; I guarantee it. If you don't like it you don't have to keep it. Your neighbor, Mrs. Smith, has been buying it right along; you may call her up and see what she thinks about it."

Mrs. Jones: "Well, as long as you guarantee it and I am not paying any more for it than I pay my grocer, and get the iron free, I believe I will accept your offer."

(There goes a grocer's customer.)

This contract is turned over to the district manager. He in turn orders the wagon man to deliver Mrs. Jones 2 pounds of coffee every two weeks. (Remember, not 1 pound a week, but 2 pounds every two weeks, which saves delivery cost.) The driver is held responsible for the premiums advanced the customers. After he has made a few deliveries of coffee, he takes a basket containing tea, spice, extracts, baking powder, soap, soap powder, etc., and says to Mrs. Jones: "Any purchase you make of these items will also apply on the electric iron, so if you purchase these goods of me you can redeem your iron quicker."

(Bing! There goes some more of the grocer's profitable business.)

Then Mrs. Jones' neighbor comes in and sees her using the Electric Iron, and says to her: "Where did you get that iron?"

Mrs. Jones: "I got it from the ——— Company."

Neighbor: "How did you get it?"

Mrs. Jones: "I got it with coffee."

Neighbor: "What did you pay for the coffee?"

Mrs. Jones: "Thirty cents a pound."

Neighbor: "That's just what I pay my grocer, and he doesn't give me anything. The next time that ——— (?) man comes, send him over to my house."

(Bing! There goes another grocer's coffee customer.)

Then the card club and other societies meet and the plan is discussed, with the result that an additional number of the grocer's customers take up with the same plan.

That's not all. After Mrs. Jones has purchased within a small quantity of the required amount of goods necessary to redeem the iron, the driver brings another article, say an electric toaster, and says: "Mrs. Jones, I am going to leave this toaster with you. It's yours. You can continue right along with the old contract." In that way he keeps her tied up indefinitely.

This concern, as well as others who operate similar plans, do not confine themselves to any one single merchandising plan. They are constantly devising new selling plans to appeal to the consumer, and the premiums they use serve to hold the customers once they get them started.

SCIENTIFIC METHODS ARE EMPLOYED

To convince you more fully how thorough these concerns are in their methods of merchandising, and the scientific methods they employ, I learned of an instance recently where one of these concerns assigned two men to a certain town to feature a vacuum sweeper which was nationally advertised to retail at \$7.50. They divided these men's calls a week apart.

The first man represented himself to be from the factory which manufactures the sweeper. He carried a sweeper, and in calling on the consumer the following conversation took place:

"Good morning, Mrs. Jones. I am not selling anything. My purpose in calling on you is simply

to introduce the merits of this sweeper. It is the most practical and convenient article you have ever had in your home. We guarantee it to be the best on the market. You no doubt have seen it advertised in the magazines. The price is \$7.50. I would like to have you run it over your floor and see how easy it operates and how convenient it is, and then tell me what you think of it."

After demonstrating the sweeper to Mrs. Jones, he takes it to the next house, and so on. The important part of this man's work is to impress upon the mind of the consumer the convenience of the sweeper and that the price is \$7.50.

A week later the second man calls on Mrs. Jones with the same sweeper, and without making any reference to the other man calling previously, he opens his conversation with a special offer of a \$7.50 sweeper free, which he offers to advance the customer in consideration of her promise to buy a certain amount of his merchandise, to be delivered as she uses the goods.

Mrs. Jones, recalling her conversation with the demonstrator who previously called, and remembering that his price was \$7.50 *cash*, is immediately impressed with the saving of \$7.50, and she takes the proposition, and if the quality of the merchandise as well as the sweeper she receives is satisfactory, she has no cause to complain, and therefore will continue buying, and get her neighbors to do likewise, just the same as you or I would do.

To show you how effective this proposition was, this solicitor sold every consumer but one that he showed it to on two of the most prominent avenues in this city. I am told that this concern has given this factory an order to deliver them all the sweepers they make as fast as they can turn them out.

SCHOOLS TO EDUCATE SALESMEN

As further evidence of the scientific methods these concerns employ, this particular concern has established schools in connection with their business to educate their men thoroughly in salesmanship before assigning them to a route. To show you how thorough they are in their method of educating their wagon men, before even explaining their plan they teach them how to say the word "fine" with the proper ring to it; after they have taught them that then they teach them how to smile and impress upon them the importance of always smiling, going on the assumption that the housewife will frequently inquire as to the quality of their merchandise to which the word "fine" with the proper ring is most fitting, and their purpose in educating them to smile is to destroy any unfavorable frame of mind the housewife may be in when they call.

To convince you further of the progress this particular concern is making, they have completed arrangements for putting out an additional three and automobile trucks at once to work the country trade, and the only reason they do not make it two thousand is because they cannot get men to man them.

"Contrast these various plans and methods," continued Mr. Haserodt, "with what the average grocer employs, and I believe you will agree with me that it is not in the least surprising that these outside concerns are meeting with such great suc-

and that the grocer needs something more practical as well as better merchandising methods to meet this competition and market our products. In the first place, these outside concerns call on the consumer in the home, whereas the grocer waits for her to come to the store. They offer just as strong a guarantee on each sale, and stand ready to back up their claim just the same as the grocer does; therefore, I claim that the grocer needs a medium to hold his customers, and every time he sells a customer a pound of coffee without a holding power he is leaving the bars down for his competitor to take the business away.

ANTI-PREMIUM LAWS INEFFECTIVE

"It has been suggested that our association assist in enacting laws that will abolish trading stamps and manufacturers' coupons, and I want to say in this connection that since the recent decision handed down by the Supreme Court upholding the Anti-Trading Stamp Law of Washington, which leaves it up to each State to legislate against trading stamps and coupons, various associations throughout the country are fostering legislation in their respective States to abolish trading stamps and manufacturers' coupons as well. It is apparent that these various associations which are fostering this legislation class trading stamps and manufacturers' coupons as one and the same, and feel that by abolishing the use of both trading stamps and manufacturers' coupons they will put out of business or curtail the activities of these various premium companies that use coupons, and in so doing help the grocer. There is, however, as you know, a vast difference between the trading stamps and manufacturers' coupons. The trading stamp, as generally used at the present time, is an unwarranted tax upon the retail dealer, whereas manufacturers' coupons are paid for by the manufacturer out of his advertising appropriation and do not levy a tax on the retailer.

"Before discussing this subject further I wish to have it definitely understood that I am absolutely opposed to any medium, be it trading stamps or coupons, that curtails the retail dealers' profits, but I am not in favor of abolishing manufacturers' coupons paid for by the manufacturers which do not levy a tax upon the retailer or curtail his profits in any way, and which, as I see it, is the medium afforded the retail grocer to meet the competition of the outside premium companies which use a check or coupon system for keeping track of the premiums due or advanced their customers.

COUPONS ARE MERELY A CHECKING SYSTEM

"To those who imagine that by eliminating the manufacturers' coupons it will curtail the activities of the various premium companies now operating, and now using coupons, I wish to state that as far as the coupon itself is concerned it is nothing more or less than a convenient method of keeping a record of the premiums due or advanced the customers; or, in other words, a convenient means of bookkeeping. Therefore, if through legislation the use of manufacturers' coupons is abolished, it would not, as I see it, curtail in the least the activities of these companies, as instead of issuing coupons to the con-

sumer they would adopt some other form of bookkeeping to keep a record of the premiums, just as they are now doing in those States where anti-coupon legislation is in effect. In these States, instead of giving coupons, these premium companies offer their premiums in the nature of a discount. For instance, they will present Mrs. Jones with an electric iron and say to her, "I will sell you this electric iron and 60 pounds of coffee for \$18," and instead of demanding coupons to redeem the iron, they make a memorandum against Mrs. Jones for \$18, which is canceled after the 60 pounds of coffee has been delivered. And, gentlemen, I do not believe it is possible to enact a law that will prevent any premium concern from offering an electric iron and 60 pounds of coffee for \$18, any more than I believe it is possible to prevent the retail grocer from selling a pound of raisins and a pound of currants for 25 cents, so that in abolishing the use of coupons the purpose has not been accomplished, and instead of its being an advantage to the grocer it is a disadvantage, since the manufacturers cannot adopt the bookkeeping methods with the goods they put out through the grocer like these premium companies can who serve the consumer direct. Therefore, I urge you, as well as the various officers and members of the different associations who are fostering anti-coupon legislation, to first investigate the effect the elimination of the coupon will have upon the grocer before fostering such legislation, and see that any legislation that is fostered does not allow the premium companies to continue operation and take away from the manufacturers and grocers the weapon with which to fight them, because if you do it will work a hardship on the grocer, and I predict that the grocers' distribution on a great many products will be so greatly curtailed that it will force a great many manufacturers to market their products direct to the consumer, and thus eliminate the grocer entirely.

IMPOSSIBLE TO CURTAIL PREMIUM COMPANIES

"As further evidence that it is impossible to curtail the activities of these premium companies through the elimination of coupons, I ask you, as business men, do you suppose that these concerns with millions invested would, in the face of this anti-coupon agitation, go to the expense of building additional warehouses, as they are doing, if they felt that it was possible to legislate them out of business? Or do you suppose that banks would finance these companies without first investigating the legality of their premium plan?

Since the company I represent packs certain coupons with their products, and to destroy any thought in your mind that I am talking from a selfish motive, I respectfully refer you to an article in the October 20th issue of the *Interstate Grocer*, published at St. Louis, Mo., entitled 'State Premium Laws Will Drive Trade to the Grocers' Enemies.'

"In this connection I want to call your attention to the fact that Mr. Schulte, editor of this paper (as you all may know), has until recently been absolutely opposed to trading stamps, coupons and every kind of a premium plan. In fact, he was so radical on this point that up until recently he refused to accept advertising from concerns that were issuing coupons, but after investigating the

situation thoroughly, he, like myself, has come to the realization that premiums are needed to help the grocer, and that it is contrary to the grocer's best interest to legislate against the use of manufacturers' coupons.

WHO PAYS FOR THE COUPONS?

"The question frequently arises: Who pays for the manufacturers' coupons? Some imagine that the coupons compel the manufacturers to do one of two things—either pack inferior quality or increase their price. But neither is true, and for the satisfaction of those who do not understand how the cost of the manufacturers' coupons is met I offer the following explanation:

"Every concern appropriates each year a certain sum of money for advertising their products. This appropriation is expended in various ways. Some concerns elect to spend it in street-car advertising, some elect to spend it with the newspapers, others choose billboards, others choose store display cards and hangers, whereas others use either all or a part of their advertising appropriations for coupons to be given consumers, redeemable for various premiums. So it becomes a matter of judgment as to what method each concern believes will increase the sale of his product most; so that as far as affecting the cost of your product is concerned, it is one and the same, whether you spend \$5,000 for advertising or spend that \$5,000 for coupons.

"In discussing the situation with jobbers, and in practically every article I have seen published on the subject, the tendency seems to be to blame the grocer for the unfavorable condition that exists, but when considering these premium plans and the merchandising methods these concerns employ in marketing their products, I ask you, frankly, could you do any better than the grocer with the ammunition he has to work with?

"I feel the grocer is not altogether at fault, and believe we should put the blame where it belongs; and, as I view it, the fault lies with us because we have not supplied the grocer with the necessary ammunition, and until such time when we supply him with the necessary means to meet competition and educate him to the proper merchandising methods he needs to sell our goods, we cannot consistently blame the grocer for any unfavorable condition that exists or hope for any improvement.

PREMIUM HOUSES DELIVER GOOD COFFEE

"A number have suggested better quality coffee as a means of defeating the premium competition. Those who suggest this plan as a solution of the problem apparently imagine that these premium companies do not deliver good quality; and while I will admit that there are some who do not follow the quality plan, just as there are some dealers who sell better goods than others, investigations prove that the premium houses that are making the greatest progress, and that are the grocer's most serious competitors, are delivering good-quality merchandise and good-quality premiums, and in some instances the quality of their merchandise is better than the grocer offers without premiums.

"I agree that good-quality coffee and good-quality merchandise of every description is very essential in gaining consumer patronage, and

while the grocer, through his quality argument, might interest the consumer in an initial sale, he needs an additional power to hold the business once he gets a customer started, which plan his competitor follows.

"I know a number of dealers who supply their customers unusually good values in coffee; but these merchants have frequently complained to me about the inroads the premium companies are making on their business, which bears out my claim that an additional medium to hold the business is necessary.

"Since it is generally admitted, and investigations prove that these outside concerns mentioned above have through their premium plans, quality and merchandising methods, succeeded in taking away from our distributor, the retail grocer, over 50 per cent of his coffee and other profitable business within the short period of fifteen years, it is evident that their method is practical and appeals to the consumer, and when considering the success they have made, and the progress they are making, I feel it is reasonable to believe that a better premium plan, properly merchandised through the grocer, will bring the business back and hold it, and I therefore suggest that we study the nature of these competitors' premium plans and supply our dealers with the best plan possible, together with the proper merchandising methods, to meet this competition.

MEET PREMIUMS WITH PREMIUMS

"The solution I offer to the problem is the same as the plan you follow in your own business, and it is the same plan the grocer follows in his business in meeting other competition. For instance, if your jobbing competitor, through some special inducement, sells your customer and gets an order away from you, what do you do? You immediately investigate his proposition, and either meet it or go him one better.

"The retail grocer does the same thing. If his competitor puts in a telephone, and he finds that the telephone is taking away his customers, he immediately puts in a telephone to get the business back and protect himself with his other customers.

"That's just the way we have got to meet the competition of these premium companies. And again, I say that if a premium plan has taken the business away it is evident that the consumer wants premiums, and it is therefore logical to suppose that a better premium plan, properly merchandised, will bring the business back and hold it.

"Don't misunderstand me, now. I don't mean any old kind of a premium plan, because there are good premium plans and there are poor premium plans just as there is good coffee and poor coffee, and in suggesting a premium plan I mean one that is equal or better than our successful competitors is using at the present time, and one that at all times pays the grocer a fair profit.

"The quality of our merchandise must be just as good, the quality of our premiums must be just as good, and offer equal inducements to the consumer to those offered by our competitors; not only that, our merchandising methods must be equal to or better than theirs. In other words, we must serve the consumers the way they want to be served.

"After we have supplied our dealers with the

proper tools to work with, we should then see that our salesmen are capable of suggesting the proper merchandising methods the grocer should follow; display an interest in his success, and treat the grocer as a partner and not a victim. After we have done our part we then are justified in holding the grocer responsible for an improvement in his condition, and it is then up to him to use the merchandising methods we give him and devote the proper effort in introducing our goods to his customers.

PRACTICAL GROCER HELPS

"In addition to using the merchandising methods we offer the grocer to distribute our products, there are a number of other points we can suggest that will help him, and in making the suggestions we should always bear in mind that whatever we do to help our distributor helps us. For instance, keeping his stock in a fresh and salable condition. He should arrange a coffee and tea department in a conspicuous part of his store. He should talk and have his clerks talk these items to every one who visits his store. He should take every advantage of discount offered him, the same as the premium companies do. He should not take for granted because he sees a customer in his store every day, or because she pays him thirty-five or forty dollars at the end of every month, that she is a profitable customer. He should analyze his accounts to see what items his customers are not buying of him. He should keep in close touch with his customers and make personal calls in their homes. By calling on his customers in their homes he will not only sell more goods but it will be the means of avoiding a great many losses in accounts also, because he learns the environments of his customers and becomes familiar with their income, and by being familiar with their income he can keep their accounts within the limit of credit they are entitled to.

"The grocer should take a greater interest in his clerks and educate them to better merchandising methods and help them progress, and our salesmen should do likewise. Last, but not least, the grocer should join his local association, attend their meetings regularly and take an active part.

"I feel that I have covered the requirements in a general way, and for fear that on account of the temporary prosperity that has prevailed, and that now prevails, you might underestimate the urgent need of our assistance to the grocer; and, after wishing you all a Merry Christmas and a Happy and Prosperous New Year, I want to leave with you this thought:

"Our distributor, the retail grocer, is traveling a high sea. His ship of progress is in distress. The S. O. S. signal is out calling your assistance. What are you going to do to help him? It's up to you!"

AMOY'S TEA EXPORTS

Tea exports from Amoy, China, in 1915 totaled 1,442,000 pounds, of which 1,032,133 pounds were taken by the Dutch East Indies. Pouchongs, 418,400 pounds, made up the greater part of the shipments, with Oolongs next at 372,533 pounds.

INCREASED PACKING COSTS

Comparisons of Present with Former Prices Obtaining for Materials and of Selling Prices Show the Need for a Standard Cost System for Roasters*

BY CARL W. BRAND
Cleveland

IN approaching this important question of increased costs in conducting a wholesale coffee roasting business, I have no wish to set myself up as an expert, nor have I any panacea to offer as cure-all for our common ills. All that I hope to



CARL W. BRAND

accomplish is to bring before you in a concrete way these tremendous advances that we have been forced to pay on practically every item entering into the conduct of our business. That we shall obtain any relief from these present high prices, at least while the war lasts, is not likely, and that instead we may have to consider the possibility of paying

still higher prices for our manufacturing commodities is most likely.

"For years we conducted our separate businesses with practically a standard figure considered as a cost of packing 1-pound cans, 1-pound cartons, and all the various standard size packages that we used, and the habit of years of taking a uniform standard of cost as a basis for figuring profit is not easily broken, and I am of the opinion that in a great many coffee institutions these advances in figuring costs have not been accurately arrived at, nor are even accurately appreciated."

Mr. Brand stated that when it was decided that he was to be the goat in presenting this question of increased costs he conducted a questionnaire among the members, and the splendid response that he received he considered an indication of the growing spirit of co-operation in the organization. He opined that not one of the members would have dared to present such a list of questions to their fellows at the time the association was formed.

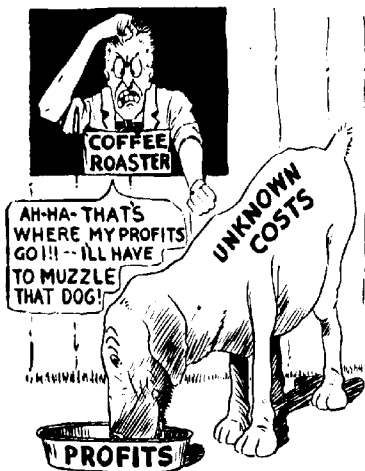
CARTOONS ILLUSTRATE ROASTERS' POSITION

W. T. Morley, Worcester, Mass., sent him two cartoons which had been used in connection with the subject of increased printing costs, and

* Excerpts from an address delivered before the Sixth Annual Convention of the National Coffee Roasters' Association, Atlantic City, November 17, 1916.

these he had adopted, with apologies to the Mergenthaler Linotype Company, to illustrate the roasters' position. They are reproduced in connection with this article. The factor of unknown costs is illustrated by a hound dog, which has been effectively muzzled by a standard cost system from guzzling the profits of the coffee roaster.

Mr. Brand referred to Mr. Ach's contribution to a previous convention on roasting cost and accounting, in which he took up this problem of



BEFORE USING THE STANDARD COST MUZZLE

cost and told of its agitation in the printing trades associations. Without attempting to regulate prices, Mr. Brand thought that having the question of costs thoroughly agitated would not only be lawful, but rendering service to members and to the ultimate consumer, "because society is realizing that manufacturing businesses must be operated at a profit or else they fail, so that finally the public has to pay for every failure."

Mr. Brand referred to the attitude of the Federal Trade Commission in issuing its booklet entitled "Fundamentals of a Cost System for Manufacturers," and which favored an adequate system for determining costs so that competition could be placed on a sound economic basis. He thought the question of an accurate cost system for coffee roasting establishments was no more difficult than the proposition that confronted the printers and publishers at the beginning of their cost accounting work. He then gave a resumé of the replies received from his cost questionnaire, using blackboard tables to illustrate his remarks. Continuing, he said:

TREMENDOUS ADVANCE IN COST OF CANS

"The question of tin cans for a pound of coffee is not only important now, but will be increasingly so on January 1, when most coffee can contracts expire, and at which time there will be tremendous advance over old contract prices to many of our members.

"On the question blank that I submitted to you, I asked for an estimate on the former cost of packing coffee in 1-pound all tin cans, and our 118 reports the average former cost was estimated to be $3\frac{1}{3}$ cents per pound. These 118 reports gave estimates all the way from $2\frac{1}{4}$ to 5 cents per pound, so that you can see that either some of our members were estimating their former cost too low or too high.

"In reply to an inquiry on the present estimated cost of packing coffee in 1-pound all tin cans, I received 118 reports, showing an average cost of $4\frac{1}{4}$ cents per pound, or an increase over former estimated cost of $27\frac{3}{5}$ per cent, and as in itemizing the estimate of former cost of packing coffee in 1-pound tin cans showing a wide divergence of estimate, so in itemizing the present estimated cost of packing coffee in 1-pound tin cans, this latter, too, shows a wide divergence in figures. In fact, a difference as between the low and the high estimate of over 100 per cent, and in this case it would seem to show that some of our members are either figuring too low or some too high on the present cost of packing coffee in 1-



This is the Hound that was kicked around
Whenever the ROASTERS met.
BUT Look at the muzzle that would keep it from Guzzling Profits that now we should get.

AFTER USING THE STANDARD COST MUZZLE

pound cans. If our errors in figuring costs would accrue simply to our own disadvantage all would be well, but unfortunately such is not the case, and it is simply along that line that this paper is offered in the hope that simply a resumé of present high prices so as to bring it to your attention may prove helpful to us all.

50% INCREASE FOR PACKING 1-POUND CARTONS

"The two items of most importance in packing roasted coffee, of course, are 1-pound tin cans and 1-pound cartons; of course, in some instances with some firms, 1-pound fancy bags. Until

ately, in asking for estimates on the former present cost of packing coffee in 1-pound packages, out of 88 reports showing the former estimated cost of packing coffee in 1-pound cartons, the replies show an average cost of 1 1/3 cents per pound, but ranging all the way from 1 cent low, up to 2 1/2 cents high, and on present estimated costs for packing coffee in 1-pound cartons, out of 88 reports, the average shows an estimate of 2 cents per pound, an increase over former estimate of 50 per cent, and in this list of replies the present estimated costs runs all the way from 1 1/4 cents low up to 3 1/4 cents high.

Taking the average of all the replies that were sent in on the present estimated cost of packing coffee in 1-pound tin cans, the figure is 4 1/2 cents per pound, while on 1-pound cartons the average cost, as represented by all the replies, shows 2 cents per pound, or an additional cost as shown by the average of all the replies of 2 1/4 cents per pound additional to pack coffee in 1-pound tin cans as against 1-pound cartons. In our section of the country most concerns charge a difference of only 1 cent per pound on can coffee as against carton coffee of the same grade, and that this basis is erroneous is evidenced by the reports in answer to my questions. It would be interesting to receive replies from the members showing the difference on selling price on the same grade of coffee packed in 1-pound cans as against the same grade packed in 1-pound cartons. In analyzing the reports of 108 roasters, they show an average of 2 cents per pound higher selling price in cans as against cartons. Out of these 108 reports, six concerns charge no advance for cartons over cans, 20 concerns charge 1 cent more, 14 concerns 1 1/2 cents more, 28 concerns 2 cents more, 8 concerns 2 1/2 cents more, 24 concerns 3 cents more, 4 concerns 3 1/2 cents more, and 4 concerns 4 cents more.

DIFFERENCE IN SELLING PRICE 1 CENT A POUND

As stated above, in our section the difference in selling price is only 1 cent per pound, whereas the real difference, as shown by figures, is 2 1/4 cents per pound more.

In answer to inquiries on other increases, I received the following reports. Please notice that all the figures I give you in percentage are the average of replies from all the members replying:

- 108 users of 1-pound fibre cans, tin top and bottom, report their present prices 35 per cent more than formerly.
- 108 users of 1-pound all tin cans report an advance of 15 per cent over former cost.
- 114 users of paper cases report an increase of 49 per cent over former costs.
- 71 users of wood cases report an increase of 12 per cent over former costs.
- 65 users of labels report an increase of 45 per cent.
- 66 users of cartons report an increase of 56 per cent.
- Packing department labor, based on returns from 126 instant coffee companies, show an increase of 13 1/2 per cent.
- General factory labor, based on returns from 105 different coffee companies, show average increases of 11 to 10 per cent.

BIG ADVANCE IN COST OF OTHER MATERIALS

From a few members I asked special report on some items other than listed on the blanks sent to all the members, and taking the average former cost and comparing against the average present cost, I find the following:

1-pound coffee cartons, formerly averaged \$5.68; now average \$8.81.

1-pound coffee can labels formerly cost \$2.31; now cost \$4.15, an increase of 49 per cent.

1-lb. coffee cans, formerly averaged \$17.25; now average \$18.73, an increase of 8.6 per cent.

1-lb. coffee bags formerly cost \$3.00; now are quoted to cost all the way from \$5.00 to \$9.00 per thousand, an increase of from 66 2/3 per cent to 200 per cent.

4 penny nails, used in assembling wooden boxes, formerly cost \$1.50 per keg, now cost \$3.25, an increase of 70 per cent.

10-lb. heavy bags formerly cost \$3.15, now cost \$6.50, an increase of 106 per cent.

11-lb. bags formerly cost \$12.00, now cost \$24.00, an increase of 100 per cent.

13-lb. bags formerly cost \$6.75, now cost \$12.00, an increase of 77 1/2 per cent.

100-lb. burlap bag and liner formerly cost \$2.12 per thousand, now cost \$3.60 per thousand, an increase of 69 per cent.

100-lb. wood case, nailed, formerly cost 42 cents, now cost 65 cents, an increase of about 40 per cent.

Corrugated paper cases show average advances, as per replies from members, of from 44 per cent to 60 per cent.

TABLE OF INCREASED PACKING COSTS

Material	Past Price	Present Price	Advance, Per Cent
Cartons	\$5.68	\$8.81	55
Labels	2.31	4.15	49
Cans	17.25	18.73	8 6/10
Bags (1 lb. fancy)	3.00	\$5 to \$9	70 to 200
Nails (4 penny)	1.50	3.25	70
1/2 Bur. bags	6.75	12.00	77 1/2
1/2 Bur. bags	12.00	24.00	100
Case lining paper	.02 1/2	.04	80
Paper and cases	(According to size)		44 to 60
Ink (acc. to color)			25 to 66
Label paper	.05 1/2	.10 1/2	90

* According to color.

"In our own business, we run our own printing department, and in this department the advances have been considerable. In label paper, for instance, we formerly purchased for about 5 1/4 cents per pound; the present cost is 10 cents.

"The cheap stock that we formerly purchased for 2 1/2 cents per pound now costs 4 1/2 cents, an advance of 80 per cent.

"Inks, according to color desired, have advanced all the way from 25 to 66 per cent.

"Patent coated carton board stock, formerly purchased for about \$20 per ton, now quoted at \$30 per ton, with supplies almost impossible to obtain.

"It is these tremendous advances all along the line that make it necessary at the present time for roasters to go minutely into their packing costs and the costs of doing business, as, unless this matter is given thorough consideration, the results at the end of 1917 will be far from satisfactory for many of them, and with accurate costs before us there is more likelihood that the result of our yearly inventory may produce a fair profit as a return to us instead of vain regrets as to what might have been if we had known.

INCREASE IN GROUND COFFEE HANDLED

"In asking suggestions and discussion by the members, several interesting matters were suggested by some of them, too lengthy for discussion in my paper. One interesting question suggested to be discussed was the matter of increase in quantity of coffee ground as compared with total amount handled. In our experience we have found that within the last few years there has been a decided increase in quantity of ground or steel cut coffee handled by grocers. In the

case of a brand of coffee handled by a grocer that has a fair sale, so that his stock was regularly replaced, there is no doubt but what there is a decided advantage in giving him a correctly ground, uniform coffee; but, unfortunately, too many grocers have altogether too many brands of coffee on their shelves, a great many of which are handled by them ground in cartons, and which are unfortunately slow movers on the dealers' shelves, with the result of reaching the consumer eventually in very poor shape. In the speaker's opinion, one of the advantages enjoyed by the coffee wagon man selling direct to the consumer is his ability to supply his customer with fresh coffees—something that, unfortunately, the consumer in many cases did not obtain from the retail grocer, because of the multiplicity of brands on the dealer's shelves and his inability on account of slow sale of many of the brands to receive regular fresh shipments.

PRESENT "MOISTURE PROOF" CARTON A FARCE

"There is no doubt but what most of the so-called sanitary moisture proof cartons now on the dealers' shelves are a farce as far as being adequate containers for ground or whole bean coffee is concerned. And to my mind we, as roasters, should lend every effort to give the consumer a real moisture proof carton, so as to make it possible for a grocer within a reasonable period to deliver crisp, perfect coffee to the consumer.

"Another suggestion for discussion on the floor of the convention, also by one of the members, is for information as to differential in list price of some grade of coffee packed in tins, cartons and in bags, over bulk price.

"Another subject offered for discussion is as to the 16 per cent standard of shrinkage ordinarily figured by roasters.

"Another subject is offered, and a very interesting one, but which is rather too broad in its scope to be discussed in this paper on 'Costs,' and that is, Do reduced hours and advanced rates make for greater or smaller output? Does increased efficiency follow as a result of these concessions to labor? That opens up a very interesting subject, and one which we can undoubtedly discuss here for a short while with advantage to all.

"As far as presenting in this paper any academic or expert advice on cost accounting, that, as stated above, is farthest from my mind, and all that I can hope in presenting these suggestions to you, as far as past and increased cost is concerned, is with the hope that a statement listing a few of the various items we handle and the consequent tremendous advances on them that have occurred may lead some of us to scrutinize more carefully our costs and save future headache.

ERRONEOUS COST FIGURES FOR THE GROCER

"That such discussions on the convention floor are valuable is evidenced by my experience at a former convention of coffee roasters, at which the question of cost and accounting was taken up. I listened very carefully to one of our members explain his method of arriving at costs, and in explaining, he called the attention of the preva-

lent habit of so many retail dealers in figuring their cost of doing business against their cost of merchandise, and their consequent failure at the end of the year to show a profit. For instance, he gave the example of a grocer buying an article for 10 cents, selling it for 12 cents, and figuring that he had made 20 per cent gross profit, whereas as a matter of fact, the cost of doing business at the end of the year instead of being figured on cost of merchandise, is, of course, figured on sale of merchandise, so that this dealer, buying an article for 10 cents and selling at his gross profit of 2 cents only figures minus 17 per cent on 12 cents, his sale price, and, of course, it is the sale price on which the cost of business must be figured if business must be run at a profit.

"After this illustration, a roaster standing next to me, and listening to the conversation, turned to me and remarked that this method of figuring costs on selling prices was a revelation to him, as he had been figuring otherwise for years, and investigating the matter later I found from other roasters in the same town from where this member referred to came, that he was the worst offender in the matter of unknown costs that they had to compete with, and, of course, you can see that his offenses were based not on the idea of solving merchandise at cost or below, but were based upon erroneous figuring.

"If our association could correct just one condition like this in a few territories our existence as an association would be justified.

"May I close then with the hope that the new administration may devise some plan that will take up this cost accounting or standard cost system along some definite line that cannot fail to be of value to all of us?"

ON GRINDING AND BREWING

Yesterday, To-Day and To-Morrow in Better Coffee Making*

By EDWARD ABORN
New York

THE work of the National Coffee Roasters' Association for the better grinding and brewing of coffee is now four years old and, as in all educational practice, a review is in order.

In 1912 the subject, as a vital business problem, was taken up by the roasters in their convention. They were unanimous in the opinion that the faulty methods in common use were a serious injustice and detriment to coffee and a constant handicap to their business, causing many unnecessary complaints and preventing right appreciation of quality.

It was generally agreed that public ignorance and uncertainty should be corrected and the Better Coffee Making committee was created for that purpose.

* Being the report of the Better Coffee Making Committee at the Sixth Annual Convention of the National Coffee Roasters' Association, Atlantic City, November, 1916.

igation and research. Its scope was outlined in a general way by the Convention committee, which had addressed to the members a series of questions asking for their experience and suggestions. The work of the committee was based upon these answers, containing recipes, opinions and advice.

The chairman considered it necessary that the investigations should be comprehensive and accurate and tap all possible sources of information; that the findings should not represent the ideas of any particular section, or set of men, or any theories not supported by definite evidence; that the method of procedure should be on a scientific plan and absolutely independent of prejudices, pre-conceived opinions or of any special interest in any proprietary devices, etc., and that the reports should be based upon clearly ascertained principles which could be examined and corroborated by other investigators.

That this procedure was carried out has been recognized in the reports of the committee by the members of the association and by competent and disinterested outside observers. The communication from one university expressing the view that the committee's reports were the first it had seen combining the practical and scientific sides of the subject is but one of many expressions of interest and appreciation.

The committee considered its functions as investigative and not administrative. Its reports were submitted to the convention which approved and ordered them printed and distributed to the membership. It has been a consistent policy of the chairman of the committee, who personally organized and conducted the investigations, to avoid expressing any opinion for or against any proprietary device, and to continually point out that the committee's findings applied to no proprietary article, and were independent of, and uncontrolled by, any patent.

It has also been the policy to discuss all various brewing methods and to bring out the application of the established principles to the different methods in use. Though one particular method was found and declared to be the best, it was realized that the public could not be changed from long standing habits and practices in a day, and that modifications of old methods in accordance with the latest knowledge would result in considerable improvement, the greater ideal meanwhile being ever constantly impressed and adopted and becoming more and more universal in its merit deserved.

GENERAL RESULTS

The grinding and brewing subject is to-day

understood more clearly than ever before as a vital problem, touching the nerve centers and heart of the whole trade from the retailer through all branches of the business, to the producing countries, all depending upon a continuing, and possible increase of, consumption. As keenly affecting the consumer, it is also under attention as never before, by various agencies and the consumers themselves.

"Attention!" This is the first and greatest commandment in any education. When interest and intelligent notice replaces indifference much follows. New and more thorough attention to the subject is a result of first importance.

RESULTS WITH ROASTERS

Cordial and effective support of the committee has been given by the members of the Association both collectively and individually. Letters from members in the South, the East and Middle West and the West, and the Pacific Coast have been received expressing approval and indorsement of the principles reported by the committee which are declared to be in line with the experience and knowledge of the writers. The committee's conclusions as to fundamental principles are not new discoveries though newly expressed and demonstrated. They represent an accumulated trade experience which the special research analyzes and focuses.

The correspondence of the committee shows a significant unanimity of opinion with an entire absence of any disagreement with the facts as reported. It has been the privilege of the chairman to consult with various members as to directions on packages, advertisements, etc., and most valuable educational work has been done by individual firms. Two of the largest firms in the country especially have issued printed educational matter which has had circulations of some millions per year in packages, booklets, etc. This is utilizing one of our great forces for the betterment of coffee, and presents a large opportunity for members of the association in general. Good work has also been done by firms demonstrating correct principles and introducing the committee reports to housewives' organizations, teachers, etc. The chairman has also had the pleasure of answering questions of members and discussing problems of grinding and brewing relative to hotel and restaurant as well as consumer trade. This cordial interchange of experience and views has been mutually profitable and pleasant.

CO-OPERATION OF TEACHING INTERESTS

Home economics, housekeeping efficiency, domestic science, are topics brought to public notice

more and more frequently. Universities, normal schools, public schools, newspapers and magazine departments, women's clubs, housewives' leagues, lecturers, laboratories, etc., are concentrating educational effort upon these subjects to an important degree. The subject of coffee grinding and brewing is naturally of the utmost importance in this work, and there has been a widespread and continuous inquiry from these sources for National Coffee Roasters' Association booklets and information. The association reports have received repeated examination and confirmations and are being taught and explained by many educators.

This effective aid and extension to the work of coffee betterment is of the highest value to the consumers and to the trade, and is heartily welcomed by the Better Coffee Making Committee.

Original research is also a most welcome sign. Such work as has been done by the Home Economics Department of Kansas University, as reported in *THE TEA AND COFFEE TRADE JOURNAL*, is of great interest and value. Their report on standardizing strength by specific gravity is particularly interesting. Their conclusions re-affirm the principles advanced by our Association, as to pulverized coffee and the filtration method which are being generally recognized as fundamental truths. My correspondence with the directors of the Home Economics Department of this University indicates that further investigations are being made there and the report of these will be awaited with interest.

That domestic science teachers should teach from a more exact basis than heretofore I have pointed out in the past, and our reports have given an impetus and stimulation to more correct teaching which, like a ripple in a pool, spreads in ever widening circles.

In a lecture on coffee, which a prominent woman lecturer sent me a copy of, for suggestions, she expressed her personal preference for boiled coffee. I asked her to make a careful comparative cup test herself of boiled coffee with coffee made by the filtration method before delivering this lecture. She gave the lecture before about 400 housewives, told how she had made this test, which revolutionized her long held opinions and made her an enthusiastic convert to the better method. As she lectures in many parts of the country, it can readily be seen how important this incident is to right education of the public.

It is a most encouraging thought to all interested in the cause of coffee that the public is receiving better coffee advice and that educators and pure food authorities, devoted to the consumers' interest, are enlisted with us in teaching

true principles. I have numerous letters showing that this good work is progressing. From a teacher in the district school to eminent authorities like Dr. Wiley, who answers a correspondent by stating that the drip method is the ideal one, the public is receiving better information than ever before.

There is great hope for the future of coffee in this educational service which puts coffee in a truer light and greatly increases its satisfaction to the public. In the association's grinding and brewing reports, and in their full publication, the association proves its sincere motive of increasing the value of coffee to the consumer, whose interests are considered the trade's interests and the truth about coffee an advantage to both. Were this work done in the interest of the trade only, and in any way conflict with the consumers' interest, it would not, and could not expect to, obtain acceptance and co-operation by many independent forces in the service of the public.

CONSUMER CONTACT

I recently overheard a conversation between two ladies on a train, one inquiring of the other as to how to make coffee which in her home was most unsatisfactory. The other could make no intelligent answer, and there was a vague discussion of percolators and boiled coffee with no mention at all of fundamental principles. These ladies, it seemed to me, well represented the general public yearning for the better thing which they knew coffee could be, but groping in the dark for the means to it. What *might* be done for the general public is plausibly represented by what has been done for individual families and groups which have come under my notice in numerous instances.

An effect noticed has been the reclamation of coffee drinkers by good coffee. A certain teamster who with his family had abandoned coffee for a substitute and been reclaimed by correct brewing, made this remark, as he, with the others, were enjoying their coffee. "What a *difference* between this and the stuff we used to call coffee!" This remark, uttered by one man, but representative of how many thousand others, points out a crucial point in the whole question of coffee consumption. The failure by poor brewing to obtain good coffee is shared by the rich and poor alike. A coffee devotee, visiting in a wealthy home, could not, even for politeness' sake, forswear the ghastly substance disinterred from an expensive vessel and served to him in a coffee cup. Later in the day he managed to obtain some of the hostess' coffee, had it ground fine (Association standard, fine like fine meal), and used it

... pocket handkerchief and a china pitcher, and what *he* considered *coffee* and served it to the hostess. The effect was instantaneous (as it always is). The hostess broke out immediately in enthusiastic exclamation and inquired (as they always do) where he had bought such coffee.

When told it was her coffee, she refused to believe it, declaring it incredible that there could be such a difference in the same coffee. It is doubtful whether she now believes it. But it is not doubtful that the Boston firm, one of our members who output this very high-priced and really fine piece of goods, was being damned where it should be honored.

Boston is claimed to be the Coffee Heaven, but even Boston coffees go to the Coffee Hell in a jiffy pot.

These experience lessons are but samples of many which continually arise to show both the need and the valuable results of educational effort. A retailer told me this incident:

The large family of a Hungarian laborer, great consumers of coffee, using 12 pounds a month of good coffee, ceased buying. Upon inquiry, the dealer was told that the customer was better suited by a large store in a nearby town; that the coffee was better and took less to a cup. Guided by his reading of National Coffee Roasters' Association booklets, he decided that the store's fine granulation was the cause of satisfaction. He went the store one better by showing that a *fresh and fine* granulation was still better, sold the woman a National Coffee Roasters' Association grinder, regained the trade and holds it to this day. That family, now drinking as much, or more, and better coffee, has, by grinding efficiency, reduced the cost of its coffee by about one-half. "Poor business policy," says some one. "Not so," says this successful retailer, "I'd rather lose half that woman's trade than all of it. Knowing something true, and telling it, saved me that customer and wins me many another. Thank you."

A strong point in this case is that the customer was continued as a quality buyer, obtaining a saving in cost without being reduced to the low standard 20c. ranks. Does not this suggest one effective way of meeting low price competition?

As to the grinding practices in general, I think that a tendency toward a decidedly finer grind in the home and in the trade is now plainly observable.

The retailer, or retailer's clerk, is one of our most available forces. At the front, always on the firing line, he should be intelligently equipped with National Coffee Roasters' Association information on grinding and brewing. Anyone who

has come into contact with housewives in educational effort knows the "sot" variety and her extraordinary resistance to knowledge. She is, however, in a great minority and growing weaker. Her broom of prejudice, manufactured of habit and tradition, hopelessly fails to sweep back the ocean of scientific fact.

A more serious difficulty is to be found in the lost initiative of the modern consumer, an artificial condition caused by the immense spread of advertising. Almost at the waking moment, commencing at the breakfast table, the consumer's mind is captured and led. In the morning newspaper we read that all the ills of humanity may be cut out by cutting out coffee. We are told to do, to buy, to think this or that. The night flares with electric signs and the movies complete the captivity of our thought and actions. We become an advertisement led people. Pushed and pulled without rest we not only have no time, but lose the motive power, to seek for ourselves. Merchandise, or a written truth, of however much value, will lay upon a counter, unknown and unused because there is no intelligent seeking of it out, while lesser values are exploited into the public attention.

The modern American housewife, educated and having many advantages which her grandmother did not, does not experiment, initiate or develop household improvements such as, for instance, in coffee grinding and brewing, the facts of which, both as to quality and economy are of the simplest and easy of discovery in any kitchen. In the case of coffee, she is diverted from coffee itself by persuasions of premiums to go *with* coffee or by cheap prices *on* coffee, or ornamental devices *for* coffee, as expensive as they are inefficient.

The first step in any campaign for better coffee and increased consumption should be to bring back the mind of the consumer to coffee itself. Then would quality, and not price or premium, govern buying judgment and sound principles of brewing and grinding receive quick attention and application.

My observation of consumers, individually and grouped, indicates a present widespread dissatisfaction with their coffee and a keen interest in well founded principles of grinding and brewing, which, however, requires a systematic "follow up."

At present the greatest publicity on the brewing question is not in the interest of the consumption of coffee, but in the interest of the sale of metalware, or of an increased consumption of electricity.

PERCOLATOR PUBLICITY

The percolator is doubtless a profitable seller of metal goods and electricity. Big electrical interests are spending great sums to increase their sales of electricity, at the same time paying for their propaganda by the profit on the percolators. That percolator coffee is the most perfect coffee is the information they spread country-wide. I was recently informed that electric interests had made contracts for 30,000 more percolators to let loose on the coffee drinking public.

My reports on the deficiency of the percolator are definite enough and are reiterated by numerous others. Many of the members of this association speak emphatically of the danger and injury of this "destroyer" cruising in the coffee trade routes in ever increasing flotillas. It is a development importantly affecting consumption which requires our serious thought.

That the true flavor of coffee is one of the most irresistible delights to the human senses known to man is, I think, a demonstratable fact. That the stimulation of coffee furnishes a strong and natural motive is also true. But the enjoyment of the senses in the taste and smell of coffee, and whatever physical satisfaction is caused by the aid to digestion resulting from these satisfied senses, constitutes a motive for coffee drinking of paramount importance.

What is the extent of the injury done by percolators to the flavor of coffees?

How much does the percolator lessen the differential superiority of coffee to substitute drinks?

These questions suggested the following experiment:

Three coffees of definite character, a fine Timor, a fine Bogota, and a fine Maracaibo were brewed simultaneously, by the filtration method and drawn blind. Each were quickly identified, the flavor individuality being very pronounced and clearly recognizable. The same coffees were then brewed by the boiling method and drawn blind. The identification was very difficult. The true flavors were obscured and their charm gone. By dim resemblance in general character they were, however, correctly identified. The quality of the flavors was not only greatly diminished, but the differences between them also.

The same three coffees were then brewed in three percolators of similar make and drawn blind.

Identifying these three shadows of their former selves was like identifying the body of some dead friend whose soul was gone. After a deal of time and study over the cups, the sharp, tannin-

like taste was gotten under and discounted. The finally faint and unsure identifications were made and proved to be right.

The conclusion of these tests, confirming previous tests, was that the boiling method and the percolator method, particularly the latter, not only deteriorates the flavor and destroys drinking value, but vitally depreciates the differences between coffees. The value of flavor and the distinction to the consumer and the commercial importance of the consumer being able to recognize the distinctions which the manufacturer creates, requires no argument.

The next experiment was a blind comparison of filtered, boiled and percolated coffee with a cereal substitute. A group of men, skilled and unskilled, tested.

The unanimous conclusion was, as to be expected, that the filtered coffee was far and away the greatest in superiority over the cereal drink, and that the percolator showed the lowest differential. If this conclusion reflects the public judgment, you can yourselves judge of its trade significance. I invite all interested in coffee to give it their serious attention and to make similar tests themselves, which will not fail to be suggestive as to how aid and comfort is given to the enemy by a "foreign" influence.

In the present greatly increased trade competition by cheap coffee, which threatens to turn the public toward lower standards, the effect of the percolator in obscuring the difference between high grade and low grade coffee is a critical disadvantage to all merchants in proving their values.

GROUND COFFEE DEVELOPMENT

A second great question seriously affecting our competitive powers is the increase in the packing of ground coffee. Before the Pure Food Law the consumer was "leary" of ground coffee, which was feared to be adulterated. Assured now of true labelling and also led, or rather misled, by an imaginary merit contained in the delusive word "Steel cut" the consumer is buying more coffee in the ground state. This revolutionary change creeps upon the trade and creates new problems of quality maintenance. Instead of being ground just before brewing in the home, or by the grocer just before delivery to the home, coffee is ground when packed and stands in the ground state for a greatly increased period of time than formerly, with consequences of staleness which are well known but not, I think, sufficiently realized by the trade.

An extract from a letter to a salesman from a firm reads as follows:

"A sample of ground coffee sent in by you is stale that we cannot determine its grade or for matching. Try so and so."

This is a common experience and the quality of ground coffee is acknowledged. Nature has designed in the structure of the bean a protective encasement of the delicate elements of flavor and fragrance, which are hardly more than a trace in the whole bulk of the berry and very easily lost or damaged. These elements are destroyed by the chemical changes taking place in the roasting. When the bean is broken up by grinding the oils are exposed and another change set on. What germ action or decomposition of elements or influence of released gases begin we do not know.

One of our members, quoting from information given by a chemist, a former chief of laboratory, U. S. Department of Agriculture, Bureau of Chemistry, states:

"The aromatic substance that gives coffee flavor, that we have always considered an essential oil, is a gaseous substance in the nature of ammonia, and is extremely volatile, almost as much in fact as sulphuric ether. Most of us in years past have been under the impression that coffee contains two oils,—a fixed oil and an essential oil. Recent analysis shows this to be incorrect. There is only one oil in coffee and that is a fixed oil and not an essential oil. It has no taste or flavor of coffee and easily turns rancid."

A plausible theory for the loss of flavor noticed in chaff blown coffee is that the draught which blows off the chaff also blows off the flavor vapors released in the grinding. This theory of easily lost volatile vapors and the rancid-turning oil may help to explain the extreme deterioration noticed in stale ground coffee which was brought into forcible and unexpected evidence by some tests made by me recently, in which thirteen coffee men in New York participated.

The question to be determined was how much did ground coffee, standing for various periods in packages, decrease the great natural difference between fresh coffee and substitute cereal beverages?

I tested ground samples kept in parchment paper, foil, and tin, in three granulations. The comparative deteriorations were as previously reported, the tin, medium granulation, showing the least. I took samples of the medium granulation packed in tin foil and paper, which had stood for about four and one-half months, and after meeting of the New York Branch, I drew these in loaded cups against a cereal substitute, inviting the gentlemen present to draw and give opinion as to the comparative palatability.

The result was an eye-opener. The seriousness of the damage to coffee by being packed ground

even in tin, and kept for a period of time which is frequently possible in retail stores, was realized by us as never before. Though the period, 4½ months, was an extreme, I have samples of standard advertised brands obtained from stores which were verified as being in stock about 3 months, which show similar significant deterioration. The bean coffee in all of the above named tests showed favorable condition and an extreme superiority to the ground.

In view of the competitive situation, with substitutes, cheap coffees, and many hostile distributive forces driving hard, any trade factor which allows itself to be the chief source of stale ground coffee is embarking upon the sea of competition in leaky bottoms.

The obvious remedy is the education of grocer and consumer against demanding manufacturers' granulations and the promotion of efficient store and home grinding.

Luther Burbank says "eliminate palatability from food and you have a drug."

I ask your chief concern to these two important developments, the use of percolators and the use of deteriorated ground coffee, both of vital influence upon palatability.

THE NEW BOOKLET

In pursuance of the last Convention's directions, the reports of the committee have been assembled and summarized in detail, omitting such association matters as is not essential to the main subject. This material will make a booklet of about 16 pages and will cost from \$4.00 to \$5.00 per M. at present prices, in large quantities. The booklet was announced some time ago and orders for about 50,000 were received from members. It is a matter of regret to the chairman that the booklet was delayed so long and will not be published in time for inclusion with the Educational Exhibit Boxes when they are first introduced. It can, of course, be added to this box later.

The manuscript has been read over by members of the committee and approved, except on one point, the use of the word "pulverized." It was thought best to leave this for the convention to decide. The word pulverized is evidently variously understood, some of the trade considering it to mean powdered like flour. In our reports the term pulverized was expressly qualified and defined as "like fine corn meal, not like flour." As being an uncertain term, however, I favor the omission of it altogether, using instead the words "very fine, like fine meal," which are less capable of misunderstanding.

Among consumers, and in grocery stores, where even electric mills cannot powder coffee, the term

pulverized covers the very fine grind, like fine meal, and is so understood and accepted. I find a variation in cans, marked pulverized, packed by roasters. I have here samples of two prominent brands, packed in cans, both marked pulverized. One sample is almost a powder, and the other decidedly coarser, as you will note upon examination.

It seems to me that the words "very fine, like fine meal," are, all things considered, the clearest and wisest definition to use in the booklet in description of granulations. The booklet follows the reports with some amplification, but without changes of essential matter. Various brewing methods are described, the different granulations are recommended as best for certain methods, and points on using the methods to best advantage are given.

The filtration method is stated as the best, but is not exclusively mentioned. Very fine grind, like fine meal, is named as the most efficient, but specially noted as unsuitable for any method other than filtration. The cleanliness and proper care of vessels is urged and some suggestions made to this end.

Altogether the booklet is a clear and comprehensive survey of the brewing and grinding questions and should receive a large circulation. The demand for our previous booklets has continued and the several editions are now about exhausted. The copies of the original report are out of stock altogether and we have unfortunately been unable to supply them lately to applicants who wished to use them in educational lines. In sending and giving out these booklets to many inquirers, I have noted the unfailingly favorable attitude toward coffee which they promote. They have gone out as friends of coffee, making friends for it among those who are addressing the public and starting a circulation of coffee friendship.

As already indicated, the publication of the summarized booklet was ordered by the last convention. Its title will be "The True Book on Coffee Grinding and Brewing." It is ready for printing at your pleasure and in accordance with what the Convention decides as to the word "Pulverized."

THE FUTURE

This report has covered the past and the present, and now comes to a look into the future. The National Coffee Roasters' Association is the only nationally organized representative of the interests of coffee.

One of its chief declared purposes and ideals is the betterment of coffee by means of better brewing and grinding. Its work on this line is sincere enough, efficient enough, devoted enough

to the exact truth and the true interest of the consumer to receive the respect and acceptance of educators and leaders of the public.

It has added value to coffee in health quality and economy. It has started an improvement in the assurance of continuation and impossible to stop. It qualifies the Association for leadership. It proves that we as specialists in a great food product have a public usefulness far greater than that of distributing middle-men only.

The Better Coffee Making Committee is a committee of investigation. It reports its findings at the conventions. It has no function of propaganda or organized publicity work. It believes that the fundamental facts it has reported are of vital relation to the trade and to the public.

It does not believe that the public can be educated by a stroke of the pen; it does have faith that a great work, for a great product will receive ever more determined support by the great industry which started it.

The committee recommends that the facts as to right grinding and brewing contained in its reports, and confirmed by the conventions of this Association, and by other competent agencies, receive continued distribution and such greater organized publicity as will most effectively educate and benefit the ultimate users of coffee.

ROASTERS CONFER ON COSTS

Ross W. Weir Calls Meeting to Discuss Increased Prices for Several Items Used in the Process of Manufacturing and Packing Coffee

FOR the purpose of considering important items of cost of packing, and to discuss that subject in all its angles, a conference of leading Eastern coffee roasters was held on December 6, at noon, at the Republican Club, 54 West Forty-fifth street, New York City. The conference was proposed to include New York, New England, Philadelphia and Baltimore.

Those who had signified their intention of being present were told to prepare no papers in advance, but each participant was expected to supply his share of the discussion, and for that purpose they were requested to supply themselves with as much information as possible concerning the advance in cost prices in the several items used in the process of manufacturing as well as packing roasted coffee in packages.

The call for this conference was sent out by Ross W. Weir, of Ross W. Weir & Co., 56-57 Front street, New York, and was jointly stated by B. Fischer & Co., Seeman Bros., Russell & Co. and The Baker Importing Company, all of New York, and The Levering Coffee Co., of Baltimore.

COFFEE CONVENTION DIGEST

Here will be found excerpts from the more notable addresses, and the most helpful papers, carefully edited for the general reader and designed to be more convenient for reference purposes

DOLLAR EXCHANGE

Bank of England Has Set an Example which This Country Should Follow, and Which Avoids Panics in Times of Financial Stress

By LEO J. BURNES
National City Bank of New York

THAT the transactions between this country and Brazil during the coffee season amount to more or less to \$100,000,000, and that this country is really the pioneer in the use of the dollar credit, was claimed by Leo J. Burnes in his address on "Dollar Exchange." He went fully into acceptances in general, concluding with a brief survey of the conditions in Brazil surrounding dollar credits.

The rapid growth of the acceptance business abroad, he said, and more particularly in England, is due to the fact that the city of London is the central reserve of the world for money, a place where funds are to be had at all times for short or long term investments, either at home or abroad, and that there stands behind the London market the Bank of England.

At home in times of financial stress the banks in the interior called for help on the banks in the great cities, and they in turn were forced to go to the clearing house where certificates were issued, plainly pointing to financial stringency and in some cases panic.

Mr. Burnes believes that many of our so-called panics could have been avoided if we had had a central bank.

The coffee seller in Brazil is paid with a 60-day bill draft on London against a letter of credit under the arrangement made with a bank in the United States. While the bill is on its way to London the coffee is received here, is stored and shipped between the time of acceptance of the bill. London and its ultimate due date a chain of money will have found its way from the consumer to the importer who pays the bill when due.

The entire transaction has practically been conducted on borrowed money.

We must congratulate ourselves on having entered a new era in banking with the passage of the bill creating a central bank," he said.

NATIONAL BANKRUPTCY LAW

A Vast Credit System Has Been Built on the Bankruptcy Law and Were it Repealed the Bulk Sales Law Would Become a Decided Menace

By T. HOMER GREEN
Minneapolis, Minn.

BETTER protection of our credits, reduction of losses from bad debts, prevention of fraud and injustice to creditors, prosecution and punishment of fraud, reformation and improvement of the collection laws, improvement of the commercial reporting system, improvement of collection methods and the improvement of the present method of handling bankrupt estates are the objects of the National Association of Credit Men, as reported by T. Homer Green in his paper on "The Bankruptcy Law."

This association was formed in June, 1896, in Toledo, Ohio, and it assumed the responsibility of the passage of the National Bankruptcy Law, which it has strenuously defended, and upon which, as a foundation, a vast credit system has been built up. It has succeeded in amending the original act along lines suggested by experience and practice, and has now prepared other amendments designed to correct what practice and the courts have shown to be imperfections.

Another important work of the association was the enactment of the bulk sales law in the several states for the prevention of a very common form of fraud, a false statement law and a fraudulent check law. A spirit of co-operation has been engendered that before was impossible. Fifty-nine bureaus have been established for exchange of credit information which have proved of utmost importance.

If the bankruptcy law should be repealed, bulk sales laws, which are such a great protection to creditors, would be a decided menace in that the moment a debtor complied with its terms his creditors would swarm down on him, each one trying to gain an advantage as they did under the old order of things.

For the first time in our commercial history, he continued, we have a flexible, and at the same time, sound credit system.

HARMONY OF TRADE RELATIONS

RECOGNIZING THE GROCER

**Lack of Cooperation in Trade Results in Great Loss
Contracts with Brazil Should Be Guaranteed—
United States May Carry Surplus Coffee
Stock of the World**

By WILLIAM BAYNE, JR.
President of the New York Coffee and Sugar Exchange

"HARMONY of Trade Relations' is a subject which covers a very wide scope," said William Bayne, Jr. "The ways and methods of doing business to-day are constantly changing, and he is a wise and successful merchant who recognizes this metamorphosis as a condition which must be met, studied and worked out to advantage and profit. This can never be done by complaining of the methods and lines of procedure of our competitors, while they are proceeding along legal lines, nor by endeavoring to legislate them out of business because their foresight and judgment have brought them greater success than others have attained.

"I venture to say there is less co-operation and less united action in the coffee trade than in almost any other branch of trade I know of," said Mr. Bayne. "This results in a great loss to us. Especial attention is called to our relations with the trade in Brazil. The freedom with which we give letters of credit to those, many times, of whom we know nothing about: buying upon descriptions in 'good faith, but not guaranteed,' which never enters the execution of the order, continuing to trust people who take advantage of you by shipping what you did not order and continuing to permit our confidence to be abused, these are some of the matters which can be corrected by co-operation.

"Have your contracts read 'Description guaranteed' and include in it the grading clause. It is because we are not a unit in demanding our reasonable rights that Brazil is practically a unit in refusing to give them to us.

"In view of the radical changes which have taken place in banking and trading in the world, brought about by the terrific destruction of values in Europe, our nation may be called upon to carry the surplus stock of coffee of the world.



WILLIAM BAYNE, JR.

**Where Does the Roaster Stand in His Recognition
of the Retail Grocer's Share of the Coffee
Business?—Other Pertinent Questions
Asked**

By W. K. GILL
Duluth, Minn.

"ONE of the burning issues of the hour is the recognition of the retail grocer's share of the coffee business," declared W. K. Gill, "and it is our duty as an association, composed of men of energy and intelligence, alive to the responsibility resting upon us, to do everything in our power to lessen the evils acting as a deterrent to the success of the retail grocer in the coffee business, and to content ourselves with anything but absolute facts in our endeavor to remedy the affair.

"Where do we, as the roasters of the raw product, as the supposed experts, equipped by years of experience to recognize the significance for good or evil in the flavors an infusion of the roasted product produces, stand in our recognition of the retail grocer's share of the coffee business?

Are we telling him the mail-order houses and the coffee peddlers are concerns that deal in fraud and eliminate guesswork, and that they have a perfect right to exist and will exist so long as they sense the consumers' demands? Are we telling him that one of the direct, positive and doubtless causes leading the consumers to the mail-order houses and the coffee peddlers is the stale coffee which in so many instances they are attempting to purvey?

"Unless we are taking the grocer into our confidence to the extent that we tell him the truths, then, gentlemen, we are not true to ourselves and cannot hope to accomplish the purposes for which this association stands.

"Good merchandising, as it applies to the manufacturers, is getting brands on the market by fair means in reasonable and frequent quantities at a moderate margin of profit and in being afraid that the fellows who follow may lose some of their brands as well.



W. K. GILL

GOOD LEGISLATION NEEDED

Legislators Should Be Informed of Effects of Pending Legislation—Legal Action Against False Advertising Should Be Insisted Upon

By ALFRED H. BECKMANN

National Wholesale Grocers' Association of the United States

THE interests of the National Coffee Roasters' Association and the Grocers' Association are mutual to a large degree—what would benefit one would be of benefit to the other, declared Alfred H. Beckmann. He deplored the fact that all coffee roasters and all wholesale grocers cannot, or do not, recognize the value of association work, and that they are willing to accept the benefits without considering themselves under either a financial or moral obligation.

He said that one of the most important fields of association endeavor is the Legislatures. It is necessary when legislation is pending, or about to be enacted upon, the legislators should be informed of the effects of such legislation, for and against it. Mr. Beckmann said:

Note that you are particularly interested in false advertising. One of the conclusions that I have formed as a result of an investigation of this matter is that false advertising laws in the various states, however rigorous such laws may be, will never be of any practical avail until local advertising clubs and national organizations like ours and our own create a strong public demand for the enforcement of these laws—a demand that will compel prosecuting attorneys in various counties of our several states to enforce the existing statutes. No one pretends that false advertising is prevalent, and that this means consumers are defrauded of millions every year. But is there a man in this room who can tell me of a single case that a prosecuting attorney, acting for a municipality or otherwise, has prosecuted to a conclusion against either a manufacturer or merchant guilty of false advertising or against a publication that has accepted such advertisement? We ourselves are not at fault for not insisting upon action against public servants."



ALFRED H. BECKMANN

HOW NOT TO ADVERTISE

It is Playing Into the Hands of the Substitute Faker to Talk About Minimizing the So-Called Harmful Ingredients in Coffee*

By CHARLES H. BAIN
San Francisco

WHEN Mr. Gasser came to San Francisco early in October and called on me he said he was arranging the business program for the convention and would like a paper on a subject of interest to the members. I asked to be excused, giving as a reason that mine was the first appearance of any of the Pacific Coast members and that I preferred to be a listener rather than a talker.

Mr. Gasser said: "If you do not have a paper to read will you be prepared to sustain the position that the California association has taken in regard to the publicity which the national has been giving to coffee granulation and coffee making?" I would like to explain that while the criticism of the California association referred to those two subjects, it was intended to apply more directly to what we have seen of the national's advertising, so my brief talk will pertain to advertising and will only touch coffee granulation and coffee making indirectly.



CHARLES H. BAIN

OBJECTIONS TO BOOKLETS AND CHAIRS

In opening this subject I want you to know that there has been considerable correspondence concerning it between officers of the national association and those of the California branch. There also have been several letters from members of national committees. Almost without exception each letter that was received stated or referred to a misunderstanding on our part concerning the national's publicity work, and when I met Mr. Gasser he also said to me: "You misunderstand what we have been doing."

Now, gentlemen, there has not been a misunderstanding on our part, and I would like you to believe that we gave the question very careful thought before deciding to place our association on record as being opposed to the manner in

* An address before the annual convention of the National Coffee Roasters' Association, Atlantic City, November 15, 1916.

which the national was conducting its publicity campaign, examples of which are the booklets and charts that have been distributed among members, dealers, teachers of domestic science and others.

In the early part of September Mr. R. W. Hills, the senior member of the firm with whom I am associated received a letter from Secretary Toms in which he called Mr. Hills' attention to a chart that had recently been issued by the national. Mr. Toms said: "You will note the omission of the word 'pulverized' on the chart." Mr. Toms thought that our objection to the granulation advice was the only one that we were raising, whereas it is but one of several. The word 'pulverized' does not appear on the chart—it could not, as all available space was taken in stating and picturing the relative injury in one line of coffee as compared to the others.

WHY SAY COFFEE IS EVER HARMFUL?

The chart was given the subject name "Comparative Extraction Efficiency" and was evidently issued for the purpose of showing the quantity of tannin that could be produced by various brewing methods. I will leave it to you without further comment to decide whether that chart would attract customers to coffee or drive them away. One line of coffee is shown as being only .29 of a grain harmful, and the doses increase until they reach, in the top line, 2.9/10 grains. While it is unnecessary to put the question, I cannot refrain from doing so: Is the association formed for the purpose of educating consumers that coffee is a wholesome and healthful beverage, or to teach those who have not already been influenced by the advertisements of the Postum people that it is an injurious drink?

The same criticism can be made of each and every chart or booklet that I have here, all of which have been issued by the national, and while it is almost unbelievable, it is a fact, nevertheless, that our sworn enemy, Postum Cereal, is more conservative and even doubtful when advertising coffee as being harmful, but we remove the question mark and come out in plain print to show that we are indisputably right when we say that coffee is injurious.

DOUBTFUL COFFEE FOR PUBLICITY

I have here two advertisements of coffee pots recently received. An extract from one is as follows: "From the coffee analysis shown upon the card enclosed, and made under the direction of the N. C. R. A., you will note that the ordinary 'stewed' coffee contains nine times more of the bitter tannic acid (the one undesirable part of coffee, which affects persons of highly nervous

temperament) than is extracted when made the ——— way." Referring to the card you have just told how many grains of coffee tannin per cup can be extracted by the several methods, and the card is headed: "Made Under the Direction of the National Coffee Roasters' Association." It lays stress upon the fact that the ——— pot is the simplest and best and reduces the tannin to almost 90 per cent.

The other advertisement, which describes a method of making different from the one which I have just told you about, is also called the ——— and states: "Was designed to carry out the principles of coffee making advanced by the National Coffee Roasters' Association." This coffee making, so the advertisement reads, "will give from one to six cups of coffee containing but a fraction of the grain of coffee tannin, the element in coffee that is injurious to many people, while other methods will produce from two to three grains per cup."

Both advertisers use the name of the national association. The methods for making coffee are different, and I submit to you that the use of the name of the association as an advertising headline to foster the sale of coffee-making appliances should be more closely guarded.

PURCH COFFEE AS A HEALTHFUL DRINK

Is there a justification, or a necessity for, or is it helpful advertising to couple the word "tannin" to coffee? The need of a publicity campaign, as we see it in California, is to install in the minds of consumers that coffee is a healthful drink. If, as stated in our national literature, coffee is injurious, then we cannot honestly advertise it as being healthful, and the California association does not admit that coffee as a beverage is injurious.

Gentlemen, I know that I am placing myself in an unenviable position—that of a critic. I will realize that a disturber is an undesirable element, and while the purpose of my talk is to bring to your notice faults in our publicity literature, I want to say that in coming from San Francisco to attend this convention I have had the hope that you would approve of the position taken by the California association, even though it be somewhat presumptuous.

UNTREYED PUBLICITY IDEAS

Did you ever read a cocoa advertisement that left an unpleasant taste in your mouth? The manufacturers of that food commodity say to the consuming public: "Use my cocoa. It is ———"

(Continued on page 586)

PATENT OFFICE RECORD

PATENTS GRANTED, APPLICATIONS MADE FOR TRADE-MARK REGISTRATION, CERTIFICATES ISSUED, LABELS AND PRINTS REGISTERED, —RENEWALS AND CANCELLATIONS OF THE MONTH

[SPECIAL CORRESPONDENCE]

WASHINGTON, D. C., Dec. 1, 1916.

HERE follows a complete record of the activities of the United States Patent Office from October 24 to November 21, in so far as they apply to tea, coffee, spice and general grocery trade:

PATENTS GRANTED

1,202,140. Percolator. Louis Wojdtkow, Brooklyn, N. Y., assignor to New York Stamping Company, Brooklyn, N. Y., a corporation of New York. —A percolator with a reservoir provided with a bottom heating plate with laterally projecting feet having depending knob-like projections, a stand having a top ring and a finish ring applied to the top ring and spaced apart from it and having a raised rim and an inner flat portion provided with keyhole slots adapted to be engaged by the knob-like projections on the feet to interlock the reservoir and stand, said raised rim extending above the flat portion circumferentially and locating and surrounding the feet.

1,203,832. Coffee Container. Frederick P. Hoad, Detroit, Mich., assignor to American Can Company, New York, N. Y., a corporation of New York. —A paper-walled container, the walls of which consist of an exterior layer of paper; an interior layer of hydrolyzed fiber, and an intermediate layer of fused cement adhering to and sealing said exterior and interior layers; said fused cement and hydrolyzed fiber co-operating to prevent the absorption of aromatic oils and thereby to preserve the flavor and prevent the deterioration of the contents of said container.

1,203,661. Coffee Percolator. Henry Task, Detroit, Mich., assignor of one-half to John Lanke, Detroit, Mich. —A fluid container, means for supporting the fluid container, a funnel adapted to be inserted within the container having within its upper end an upwardly projecting annular flange encircling the tubular stem of the funnel, a strainer secured within the stem of the funnel, and means for securing the strainer to the annular flange of the funnel. A fluid container, means for supporting the fluid container, a funnel adapted to be inserted within the container having within its upper end an upstanding annular flange encircling the stem of the funnel, a removable strainer secured within the stem of the funnel, and an annular ring for securing the strainer to the annular flange of the funnel.

TRADE MARKS REGISTERED

Is a list of trade marks which have been registered and for which certificates have been issued.

"Flower" and representation of willow. Trade Mark No. 113,599. Owner, The H.

D. Lee Mercantile Co., Salina, Kansas, and Kansas City, Mo. Used on coffee, tea, pepper, ginger, allspice, cinnamon, cloves, mustard, sage, celery salt, food flavoring extracts, sago, peanut butter, chocolate, cocoa, prepared mustard, tomato catsup, vinegar, table syrup and other food products. First use March, 1891.

"Solitaire." Trade Mark No. 113,618. Owner, The Morey Mercantile Co., Denver, Colo. Used on chocolate, coconut, cereal coffee, cocoa, sauces—namely, Worcestershire and tabasco—cheese, horse-radish, canned peeled green chills and other food products. First use August 7, 1914.

"Zucca." Trade Mark No. 113,663. Owner, Zucca Olive Oil Co., New York, N. Y. Used on olive oil. First use December 2, 1915.

Registered Oct. 24, 1916.

"Sugar Glen." Trade Mark No. 113,684. Owner, C. E. Coe Coffee Co., Memphis, Tenn. Used on coffee. First use June 15, 1916.

"Buntyn." Trade Mark No. 113,685. Owner, C. E. Coe Coffee Co., Memphis, Tenn. Used on coffee. First use June 15, 1916.

"Beccol." Trade Mark No. 113,686. Owner, C. E. Coe Coffee Co., Memphis, Tenn. Used on coffee. First use June 15, 1916.

"Basket." Trade Mark No. 113,687. Owner, C. E. Coe Coffee Co., Memphis, Tenn. Used on coffee. First use June 15, 1916.

"Supreme Court." Trade Mark No. 113,710. Owner, The W. H. Dunne Co., Norwich, N. Y. Used on coffee, tea, and other food products. First use October 23, 1912.

"Hallock's." Trade Mark No. 113,727. Owner, Hallock-Denton Co., Newark, N. J. Used on flavoring extracts for foods. First use 1869.

"Liberty." Trade Mark No. 113,728. Owner, Hallock-Denton Co., Newark, N. J. Used on flavoring extracts for foods. First use November, 1869.

"Bonton." Trade Mark No. 113,729. Owner, Hallock-Denton Co., Newark, N. J. Used on flavoring extracts for foods. First use November, 1869.

"United" on the upper portion of a shield. Trade Mark No. 113,747. Owner, George E. Kochler, New York, N. Y. Used on salad dressing. First use March 1, 1916.

"Riteway" and representation of a sign. Trade Mark No. 113,756. Owner, The James McCog Co., Peoria, Ill. Used on tea, coffee, catsup, flavoring extracts for foods, pepper, allspice, cloves, cinnamon, white pepper, paprika, mace, mustard, cayenne and ginger, and other food products. First use 1907.

"Famous." Trade Mark No. 113,838. Owner, F. W. Wagener & Co., Charleston, S. C. Used on coffee and imitation coffee. First use April 15, 1915.

Registered Oct. 31, 1916.

"Rajah." Trade Mark No. 113,924. Owner, Tillman & Bendel, San Francisco, Cal. Used on roasted coffee. First use January, 1911.

Registered Nov. 7, 1916.

"Silver." Trade Mark No. 113,965. Owner, Grand Union Tea Co., New York, N. Y. Used on coffee. First use May 1, 1909.

"American Lady" and head of woman. Trade Mark No. 113,973. Owner, Haas-Lieber Grocery Co., St. Louis, Mo. Used on cocoa, and other food products. First use June 1, 1910.

"H" enclosed in a diamond shaped figure. Trade Mark No. 113,978. Owner, The Hudson Mfg. Co., Chicago, Ill. Used on flavoring extracts for foods. First use July, 1912.

"S. L. C." Trade Mark No. 113,993. Owner, Simon Levi & Co., Los Angeles, Cal. Used on certain named spices, coffee, flavoring extracts for foods and other food products. First use January 1, 1915.

"Daisy" and representation of a daisy. Trade Mark No. 114,935. Owner, Stachnik & Greenfield, New York, N. Y. Used on salad dressing. First use 1914. Registered Nov. 14, 1916.

LABELS REGISTERED

This is a record of labels which have been registered and for which certificates have been issued:

No labels registered under date of October 24th and 31st, covering coffee, tea, etc.

"Salada." Label No. 19,749. Owner, The Salada Tea Co., Inc., Portland, Me., and Boston, Mass. Used on tea. Registered Nov. 14, 1916.

"Coffee." Label No. 19,725. Owner, B. Fischer & Co., New York, N. Y. Used on coffee. Registered Nov. 7th, 1916.

No labels registered under date of November 21st, 1916, covering coffee, etc.

PRINTS REGISTERED

No prints registered covering tea, coffee, etc., under date of October 24th, 1916.

"Tells the Whole Story." Print No. 4,543. Owner, Postum Cereal Co., Ltd., Battle Creek, Mich. Used on a cereal beverage. Registered Oct. 31st, 1916.

"Maid of Honor Crush Fruit and Syrup." Print No. 4,566. Owner, Richardson Corporation, Rochester, N. Y. Used on crushed fruits and syrup. Registered Nov. 14, 1916.

"Have You Had Your Morning Sip?" Print No. 4,550. Owner, Alexander Sheppard & Sons, Inc., Philadelphia, Pa. Used on coffee. Registered Nov. 7, 1916.

No prints registered under date of November 21st, 1916, covering coffee, tea, etc.

TRADE MARKS PENDING

The following trade marks have been favorably acted upon. Any person who believes he would be damaged by the registration of a trade mark, may within thirty days enter opposition to prevent the proposed registration. All inquiries pertaining to these marks should be addressed to THE TEA AND COFFEE TRADE JOURNAL, 79 Wall street, New York City.

WEEK ENDING OCTOBER 24, 1916.

"Day Dream." Serial No. 90,665. Owner, Springfield Coffee and Spice Co., Springfield, Ill. Used on coffee and spices.

WEEK ENDING OCTOBER 31, 1916

"Gopher" and representation of a gopher. Serial No. 80,700. Owner, Foley Bros. & Quinn, Inc., St. Paul, Minn. Used on cotton seed oil, olive oil, table sauce, sweet relish, spicy horse-radish, pepper sauce, chilli sauce, salt, salad dressing, chow-chow, prepared mustard, poultry seasoning, marjoram, savory, thyme, mustard seed, poppy seed, celery seed, fenugreek seed, aniseed, caraway seed and coriander seed.

"The Master." Serial No. 89,768. Owner, Master Cutter Machine Co., Cincinnati, Ohio. Used on coffee mills, coffee refiners, meat choppers, etc.

"Mack." Serial No. 95,372. Owner, Horace B. Mack, Lancaster, Pa. Used on coffee, tea and spices.

"Pony Express." Serial No. 96,757. Owner, Nave-McCord Mercantile Co., St. Joseph, Mo. Used on spices, paprika, food flavoring syrups, prepared mustard, sage leaves, food flavoring extracts, tea, and other food products.

"Frontier." Serial No. 96,758. Owner, Nave-McCord Mercantile Co., St. Joseph, Mo. Used on food flavoring extracts, food flavoring syrups, celery salt, sage leaves, paprika, curry powder, syrups, spices, and other food products.

"Winowitz." Serial No. 98,074. Owner, Austin, Nichols & Co., Brooklyn and New York, N. Y. Used on paprika.

"Paul Jones" and picture of Paul Jones. Serial No. 98,085. Owner, Fort Smith Coffee Co., Fort Smith, Ark. Used on roasted coffee.

"Giulietta." Serial No. 98,100. Owner, Romeo & Co., Inc., New York, N. Y. Used on tomato sauce.

"Cabildo." Serial No. 98,183. Owner, Charles Gustave Durel, New Orleans, La. Used on roasted coffee.

"A 2 Z." Serial No. 98,184. Owner, Charles Gustave Durel, New Orleans, La. Used on coffee, chicory and cacao seed coats.

"King Topper." Serial No. 98,290. Owner, R. E. Funsten Dried Fruit & Nut Co., St. Louis, Mo. Used on nut meats.

"Vineyard." Serial No. 98,498. Owner, Monroe Drug Co., Quincy, Ill. Used on baking powder.

"Quin-C." Serial No. 98,499. Owner, Monroe Drug Co., Quincy Ill. Used on baking powder.






WEEK ENDING NOVEMBER 7, 1916

"Roger Bean" and grotesque representation of a man. Serial No. 91,333. Owner, Schnull & Co., Indianapolis, Ind. Used on coffee.

"D. F." Serial No. 93,200. Owner, Altman & Co., Inc., New York, N. Y. Used on food products—namely, spices, malts, coffees, tea, cocoas, chocolates, cassava, copra, sugar beets, fruitables and fruits.

"Dairy" and representation of a cow. Serial No. 93,201. Owner, Foley Bros. & Quinn, Inc., St. Paul, Minn. Used on coffee.

"Revere." Serial No. 97,284. Owner, D. C. Slade Co., Boston, Mass. Used on flavoring extracts for foods and spices.

MAID OF HONOR 96,801	CHOISA 89,523	 96,611	NUMBER 52 SPECIAL 98,009
 98,157	 98,163	 98,347	HARMONY 98,472
BULSAK 98,600	 98,625	No-Kix 98,628	BLACK AND WHITE 98,634

TRADE MARKS PENDING IN THE UNITED STATES PATENT OFFICE

WEEK ENDING NOVEMBER 14, 1916

"Alfa." Serial No. 96,611. Owner, Alfalfa Products Co., Waukegan, Ill. Used on tea, coffee, and other food products.

"Maid of Honor." Serial No. 96,801. Owner, Richardson Corporation, Rochester, N. Y. Used on syrups, beverages, cocoa, fruit syrups, fruit products, nut products, crushed fruits, used as soft drinks or in the making thereof, and soda-fountain products, used as soft drinks or the making thereof.

"Bify." Serial No. 97,847. Owner, Stephen F. Whitman & Son, Inc., Philadelphia, Pa. Used on baking chocolate.

"Number 52 Special." Serial No. 98,009. Owner, The Hudson Mfg. Co., Inc., Chicago, Ill. Used on flavoring extracts for foods.

"Baton-Rouge-Norwood" Pepper Manufacturing Co., and circular figure enclosing a cross. Serial No. 98,347. Owner, Baton-Rouge-Norwood Pepper Mfg. Co., Inc., Baton Rouge, La. Used on pepper, pepper ground, pepper in pods, pepper in brine, and pepper condiments.

"Harmony." Serial No. 98,472. Owner, The Lee Mercantile Co., Salina, Kansas, and Norris City, Mo. Used on celery salt, coffee, pepper, catsup, vanilla extract, ginger, cinnamon, pepper sauce, and other food products.

"Ringleader." Serial No. 98,625. Owner, Bowles Bros., Inc., Richmond, Va. Used on coffee.

"Black and White." Serial No. 98,634. Owner, Kroneberger & Co., Baltimore, Md. Used on ground coffee and whole bean coffee.

WEEK ENDING NOVEMBER 21, 1916

"Chosia." Serial No. 89,523. Owner, S. S. Pierce Co., Boston, Mass. Used on coffee.

"Ribo—The Oil of Plenty." Serial No. 98,157. Owner, Bosman & Lohman Co., Norfolk, Va. Used on peanut oil.

"No-Kix." Serial No. 98,028. Owner, J. S. Elliott Coffee Co., Newville, Pa. Used on coffee and tea.

"Hearthstone." Serial No. 98,737. Owner, J. M. McCracken Co., Boston, Mass. Used on tea and coffee.

PORTO RICO'S COFFEE AND SUGAR

Coffee exports from Porto Rico during the year ended June 30, 1916, fell off 20,000,000 pounds, valued at \$2,000,000, reaching 32,000,000 pounds, worth \$5,000,000. Of this total 500,000 pounds were shipped to the United States.

The sugar production from the 1916 cane crop was 483,589.68 short tons. This is the largest output ever recorded for Porto Rico, an increase of 137,099.25 tons over the crop year 1915. Practically all of it has been marketed at a price that sugar men say will average 5½ cents per pound. On this basis the crop was worth, in excess of \$53,000,000.

Shipments of molasses exceeded 16,000,000 gallons, of which all but 1,073,000 were taken by the United States.



THE TEA & COFFEE TRADE JOURNAL



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President and Editor

JOHN F. FLAGG
Assistant Editor

H. DE GRAFFY UKER
Secretary and Treasurer

O. W. SIMMONS
Advertising Manager

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Advertising rates upon application.

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MEMBER

The Associated Business Papers, Inc.; The New York Trade Press Association; The A. B. C. Grocery Press; The Advertising Club of New York; The Business Press Departmental of the Associated Advertising Clubs of the World; The National Editorial Association; Charter Member of the Audit Bureau of Circulations.

DOMESTIC CORRESPONDENTS: St. Louis—W. C. Howland, 1222 Wright Building; Washington—L. M. Lamm, 208 District National Bank Bldg.; San Francisco—G. P. Manchester, 88 First St.

LONDON: Thomas Reece, 34 Cranbourn Street; BERLIN: American Assn. of Commerce & Trade, 59-60 Friedrichstrasse; COLOMBO-CEYLON: The Ceylon Observer—A. M. & J. Fernando

OUR BUSINESS CREED

We believe the basic principle on which a trade paper should build is SERVICE—service to readers and service to advertisers, as a way to promote the welfare of the general public.

We believe in the application of the TRUTH to the editorial, news and advertising columns.

We believe in the utmost frankness regarding circulation.

We believe the highest efficiency can be secured through a CIRCULATION OF QUALITY rather than of quantity—that character and not mere numbers, should be the criterion by which the value of a publication should be judged.

We do not publish free reading notices or paid "write ups."

VOL. XXXI.

DECEMBER, 1916.

No. 6

OUR ANNUAL CONVENTION NUMBER

As is our custom, this issue is given over almost entirely to a report of the coffee roasters' annual meeting. Following the practice, which we originated, and which is unique among trade papers, of treating conventions like any other trade happening (i. e., printing the news of them and not tedious verbatim reports), we have told the story simply, omitting the immaterial and irrelevant, carefully editing all papers and speeches, and treating them as separate articles when their importance seemed to warrant it, and aiming to produce a faithful and serviceable report of the proceedings. The regular departments, which have given way to the big news story of the month, will appear as usual in our January issue.

TO PRESIDENT SEELYE, GREETING

The members of the National Coffee Roasters' Association have again paid compliment to the Great West by electing Frank R. Seelye president. Mr. Seelye comes into office at a time when many problems are clamoring for solution, not the least among which is one affecting the transition period through which the wholesale coffee roasting business is passing. This has to do with the importance of getting fresh coffee to the consumer. Unless we are greatly mistaken, the next few years will see some radical changes in the marketing of coffee.

Some obsolete ideas regarding roasting, grinding, packing and marketing are destined to pass by the board.

Then there are questions affecting research, costs, the grocer distributor and publicity which will have to be met and handled wisely—in a manner designed to benefit the consumers of the trade of the whole country. Much fine constructive work has been done in President Weir's two terms. Mr. Seelye is presented with a splendid opportunity for service to his fellows. We wish him well and pledge him our support in every right and proper thing he may do to serve the best interests of the trade and consumer.

AGAIN THE RESEARCH IDEA

There was much food for thought in Dr. Floyd W. Robison's able paper on "What Do We Know About Coffee?" at the coffee roasters' convention, and the members did well to take the action upon it that they did. The wheel has come full circle and they are now committed, as never before, to scientific research. True, the funds are yet to be raised; but the main thing is that the members are definitely sold on the idea. This convention has settled that educational literature is advertising, and that all future association advertising must wait upon research.

It is to be hoped that the officers will follow closely the clearly expressed wishes of the convention in regard to these matters. We may have to take issue with some of Dr. Robison's statements, but surely no one can question the logic of his conclusions—that half facts are harmful, that coffee men need to know the truth about coffee, and that the only satisfactory way to get it is through a laboratory for scientific research. All of which is in line with suggestions made by the editor of this paper at the New York Coffee Roasters' Convention in 1912, and concurred in by coffee men generally, the only exceptions being those who fear that these investigations may lead "to the discovery that coffee is all its enemies say it is." After hearing Dr. Robison even these timid ones must have been cheered.

LENDING A HAND TO PORTO RICO COFFEE

The friends of Porto Rico coffee in the United States are hopeful that the administration officials who have so gallantly come to the rescue of the Porto Rico coffee growers and are trying to do all they can to relieve their distress will not fail to heed the lessons to be learned from past experience in making propaganda here for the product.

It is not to be expected that a Democratic administration can offer much, if anything, in the way of tariff protection, the one thing needful, according to the representations of former commissioners from our island ward. When Scott Truxton came to us in 1905, handicapped by the fact that he had to make a \$12,000 appropriation cover propaganda for hats, umbrellas, fruits, tobacco and jellies, as well as coffee, it was not to be expected that he could get very far. Nevertheless, he did much to educate the trade to an appreciation of Porto Rico coffee. At least he didn't try to do the impossible, i. e., advertise to the consumer with insufficient funds; which was what happened in 1912 when a local advertising agent got another appropriation from the Island.

Meanwhile, in 1908, banking on President Roosevelt's promise of protection, the Porto Ricans joined hands with the Hawaiians and made an unsuccessful appeal to Congress for a protective tariff of 3 to 5 cents on coffee with a preferential in favor of Porto Rico, Hawaii and the Philippines.

It isn't altogether clear just now what the Washington authorities plan to do to help Porto Rico in its present coffee crisis, nor what the growers will do; but we hope that in working out the proposition of eliminating useless middlemen nothing will be done to antagonize the jobbers and dealers, whose co-operation is so urgently needed. Anything that suggests special privilege, or the subsidizing of trade or private interests, is obnoxious to the coffee trade and is sure to defeat the end in view. Past experience proves this, not alone in the case of Porto Rican coffee but also in the Ceylon and Indian tea campaigns.

The superior grades from Porto Rico may very well command the attention of coffee buyers. The coffee has an exceptionally handsome appearance, heavy body and good flavor. It is particularly acceptable as an after-dinner beverage. As a product of the United States it should be encouraged.

CONVENTION DIGEST

¶ Excerpts from the more notable addresses and the most helpful papers.

HOW NOT TO ADVERTISE

By C. H. BAIN

(Continued from page 580)

bitter as other cocoas. It is not dusty, nor dirty, nor full of chaff?"

Does the Walter Baker quality announcement read: "Our cocoa is less constipating than other cocoas"? No. They spent their advertising appropriation, and they apply their advertising knowledge in the endeavor to place in your mind the thought that a cup of cocoa would be an enjoyable drink to partake of. They send out an appetizing message to start you in a hurry for the nearest place where cocoa is served, and it seems to me that instead of indulging in original or untried publicity ideas that the national's advertising accomplishments will be effective and beneficial if we keep close to, or even copy the methods of coffee's natural competitors.

We have the "publicity" committee, whose function, I believe, is to sell to the general consuming public the thought that coffee is a healthful beverage, and then we encourage "the better method of coffee making" committee to demonstrate by charts and chemical analysis that coffee is injurious.

FOR PLAIN WELL-SOUNDING ENGLISH

I can't see that the coffee business has yet arrived at the stage of development where it requires scientists as assistant advertising men, or assistant sales managers. I know that the business in the few large cities that we have on the Pacific Coast is in a prosperous condition, and I have had the same report from every member of the convention whom I have had any conversation with in the past few days on "How's business?"

I can't see that we are going to smash, and even though we were, how scientists or professors of home economics could produce profits for us instead of losses. If it can be accepted that the members in attendance at this convention are representative of the type of men and the class of houses in the coffee trade, then let's continue to conduct the industry on business lines that have stood the test, and when we have anything to say to the public, either by individual advertising or by national publicity, let us use plain, well-

sounding English, so that the consumer is given a pleasing, cheerful and palatable impression of coffee.

When advertising we should be friends of coffee in a sincere and dependable way. We treat coffee as a child whom we love, long for its good qualities and overlooking its faults if it has any.

COFFEE FILMS IN THE SCHOOLS

Reliable Picture Demonstration of the Industry Worth
Be Both Entertaining and Instructive—Noisless
Excursions of Children Through Great
Industrial Plants*

By GEORGE E. MYERS, PH. D.
New York

"MORE important and more fundamental than anything in present-day education," said Dr. George E. Myers, "is the fact that the schools are recognizing the value of the industries as teaching material, or as subject matter for instruction, for all children and all young people in the schools, not merely for those who are going into industrial occupations.

"My first point is that schools are demanding information concerning the industries as never before—information that will help children understand the conditions under which the industries are carried on, their economic and social significance in modern life.

"The second point is that motion pictures provide the best means available for bringing to the schools the desired information concerning the industries.

TYPICAL TREATMENTS IN GEOGRAPHY

"There are the school geographies, most of which contain only brief paragraphs or sentences concerning the principal industries of the various countries and states. Here are a few examples of what is contained in these books about the coffee industry:

"Geography No. 1—*Brazil*.—On the uplands in the neighborhood of the tropics of Capricorn at the world's greatest coffee plantations. Roughly, Janiero ships much coffee, mostly to the United States.

"Geography No. 2—*Brazil*.—Coffee grows luxuriantly on the seaward slopes of the low mountain ranges, and a large part of the world's supply of the article comes from the plantations of Brazil. *Arabia*.—Excellent dates, coffee and other products are grown by aid of irrigation. *India*.

*An address before the Sixth Annual Convention of the National Coffee Roasters' Association, Atlantic City, N. J., November 16, 1916.

ESTABLISHED 1850

CARTER, MACY & CO. INC.

TEA

With our Buying Branches located at the Sources of Supply in the Orient, and our Selling Branches in the Principal Distributing Cities of the United States, we have for many years been organized to render the most Efficient and Advantageous Service to the Trade.

HOME OFFICES

140-142 Pearl Street and 106-108 Water Street
New York

BUYING BRANCHES

JAPAN	FORMOSA	CHINA
Yokohama, Kobe, Shidzuoka	Taipeh	Shanghai and Hankow
CEYLON	INDIA	ENGLAND
Colombo	Calcutta	London

the second coffee and sugar producing country in the world.

"Geography No. 3.—*Brazil*.—Products. The highland region north of Rio de Janeiro produces about three-fourths of the coffee of the world.

"Geography No. 4.—*Brazil* is especially noted for its coffee. The coffee tree bears beautiful purple berries, each of which contains two seeds which are the coffee of commerce. The ripe berries are gathered two or three times a year and thrown into vats, where the soft part is washed away from the seeds. The seeds are then dried, packed in sacks and sent to the market.

"These are typical treatments of the coffee industry in standard school geographies. In some schools supplementary readers furnish additional information to that given in the geographies concerning a few of the more important industries. Sometimes school children are taken on excursions to manufacturing plants located near their school. In many places still pictures of industrial processes are used in connection with the geography lessons. Finally, schools use to some extent industrial exhibits, prepared by manufacturing companies to show their product in its various stages of manufacture.

ILLUSTRATING PLANTS 1,000 MILES AWAY

"There is not time to discuss each of these means in detail. The best of them to acquaint children with an industry is the excursion through the industrial plant. Obviously it is not possible for many children to learn in this way how any considerable number of industries are carried on for the reason that few schools are within reach of industrial plants of more than two or three industries. Further, the noise of the machinery makes it difficult for the children to hear what is said in explanations.

"The motion picture of an industry, is an excursion through the plant without the trouble and the expense of time involved. The plant is brought to the school instead of the school going to the plant. It is possible to take the class through one industrial plant to-day and through another a thousand miles away to-morrow. In a word, the industry may be studied as a whole—as a big, vital, moving, significant thing in present-day civilization.

MEN WHO KNOW WHAT SCHOOLS NEED

"The third thing I wish to say, and with great emphasis, is that the pictures must be planned and arranged by men who know what the schools need and how it can be most effectively presented to them. The preparation of industrial pictures for the schools is far more an educational than a picture problem. The task, like that of pre-

paring suitable text books, calls for the skill of trained and experienced educators.

"Does the coffee industry lend itself to representation on the film for educational purposes? I shall endeavor to answer this question from the point of view of the educator.

VALUABLE INFORMATION IN MOTION PICTURES

"With a coffee pot in every American home and with an average annual consumption of eleven pounds of coffee per capita, there are few industries that touch American life more intimately. At the same time, there are few important industries about which the average American knows less. Reliable information in attractive form would be welcomed not only by the schools, but by the public generally.

"There is an abundance of interesting material connected with the industry which can be presented in motion pictures. These centre naturally around the use of coffee in the home, which must give point to the whole story. The history of coffee, coffee growing, preparation for the market, arrival in this country, the processes of cleaning, roasting and packing, the chemical constituents of coffee, adulterants and simple tests for discovering them, substitutes and what they consist of, methods of making coffee, how coffee is served in different countries, are some of the things that would be of greatest interest.

"From an educational point of view there can be no question that a film on coffee is both desirable and practicable."

PRACTICAL GROCER HELP

Some Suggestions as to How to Retain the Grocer as a Distributor and to Help Him Meet Outside Competition

By JOHN A. GREEN

Ex-Secretary of National Association of Retail Grocers of the U. S., Cleveland, Ohio

THE National Retail Grocers' Association was represented at the National Coffee Roasters Convention in an address by John A. Green, former secretary of that association. Mr. Green said there are about 300,000 firms, large and small, that are working diligently to distribute the output of the manufacturers of the United States among whom the coffee roasters play a very important part. The all-important question with the roasters is "How to retain this great farmer as your distributor," and from the standpoint of the retailer, "How can we prevent outside competition?"

P. C. MEEHAN & CO.
COFFEE BROKERS

96 Front St., New York

Tel. 7241 Hanover
7251

Cable Address
NEISSMARK

Since 1860

Bankers and Importers distributors of MILDS

tion from absorbing this particular line of our trade?" Continuing, Mr. Green said in part:

"Let us take it for granted that there is a very large number of grocers who are efficient, whose stores are excellently equipped, who are rendering good service, but who do not feel the competition of the one-line peddler and other influences. The retailer who succeeds in business to-day is as keen, as studious and as intelligent as the average man in other lines of business. He is approached on the one hand with a coffee of quality that has a profit sharing coupon, on the other hand with a reminder that he is a failure if he cannot sell quality coffee by talking service, and on top of that he is hammered by the efficiency expert until he is efficiencyed and serviced to death.

"What can we do to counteract the influence of the man at the door? Most of these men are intelligent salesmen—they know their business. They have one line. They have the goods with them, they can give to the housewife some piece of household ware with the first purchase, and when that first pound is bought and the premium is installed, no matter what argument your clerk may put up, the customer must continue to trade till she has secured enough coupons to fully pay for what she received. That's what we are up against.

BEST METHODS TO INCREASE SALES

"Now that we understand the situation from a common average standpoint, what can we suggest as the best means to retain and increase the sale of coffee through the retail grocer? You have a great deal to do if you expect to retain the independent grocer as a distributor. Let me cite a few things you can do:

"First, If you find that he has more brands than is good for him, don't try to have him throw out all other brands and take yours—consider him overstocked.

"Second, Consider his capacity to dispose of and see that he has enough to meet his trade's demands—no more.

"Third, See that his facilities for handling your goods are such as to keep them fresh and desirable.

"Fourth, Don't sell him at all if he can't pay his bill in thirty days or discount in ten.

"Do you know that by your lax methods of collections you make the retailer lax about his collections? The remedy must begin with you. When you require prompt accounting he of necessity will have to require prompt accounting from his customers.

"I am compelled to take issue with Mr. Casanas

in what he said at the retail grocers' convention at New Orleans, "That the grocers will sell coffee if the quality is not good because you have created a demand for it" by advertising. True, the grocer is looking for profit, but at the same time a successful grocer is very careful to give his customers the goods which he knows will please them. The grocer is very jealous of his trade. There is one thing, however, that I do commend him on in Mr. Casanas' paper—the advice to the retailer to stick to one or two brands of good coffee.

FOOD LAW PROTECTION

It is Not Only a Health Measure But a Preventative of Fraud and Unfair Competition—About Wet Roasts, Glazing and That Java Coffee Ruling

By CARL L. ALSBERG

Chief of the Bureau of Chemistry, Washington, D. C.

"THE Food and Drugs Act," said Dr. C. L. Alsberg, speaking extemporaneously at the National Coffee Roasters' Convention, "was passed for something more than to establish food standards. It was designed with equally good intent for the prevention of imposition and unfair competition."

HOW BAD CAN A COFFEE BE TO GET BY

"Filth or decomposition in food did not, necessarily, render it unwholesome," said Dr. Alsberg. This he illustrated by describing the so-called "monkey" coffee of India and certain kinds of Boston beans. He told of the bureau's work on the grading of coffee and said that the law gave no authority to recognize grades. It was silent on this point. It was concerned only with adulteration, decomposition or filth. Broken berries were not necessarily bad. There was no definite information on decomposition in coffee. "When," asked Dr. Alsberg, "is a coffee berry decomposed, and when is it not decomposed?" Many sticks, stones and broken berries may be permitted in a coffee shipment and still not be declared unwholesome. The question seemed to be, "How bad can a coffee be and still be permitted entry into the country?" There is a distinction between the commercial (i. e. the Coffee Exchange and the trade) and the Government viewpoint. Incidentally, the doctor remarked that the Bureau was at present on the outs with the spice trade because of its position on the new spice standards.

ON WET ROAST AND GLAZING

On the subject of quenching (watering) a

GUATEMALA COFFEE



W. R. GRACE & CO.

BROKERS: C. E. BICKFORD & CO.

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glazing of coffees, Dr. Alsberg said that by adding water it was possible to add 2 to 5 and even 7 per cent to the weight; also that glazing can be used to make weight, and that in either case the practice was unfair competition. He thought it ought to be possible to estimate what the moisture content of roasted coffee should be. Belgium permits 4 per cent, Germany and France have a limit of 5 per cent. Instances of 2 and 3 per cent have been found here.

By glazing it has been possible to add 6, 7 and 8 per cent to the weight of coffee. European countries permit and limit the amount of glaze. In Belgium, France and Switzerland the glaze must not be more than 4 per cent of the weight of the coffee dissolved in water. Dr. Alsberg pointed out that glazing must not conceal inferiority or damage. He said there was not much evidence that glazing preserved the aroma.

THE JAVA COFFEE RULING

On the subject of the recent reiteration of the Department's position on the Java coffee ruling, Dr. Alsberg said he had received letters from people saying the consumer was demanding Java coffee and couldn't get it, and asking if they couldn't label something else as Java. "The Government's efforts must be to establish standards which will not vary," said Dr. Alsberg, "I do not believe we should have any better coffee than, but I do know that if we get standards independent of the personal judgment of individuals we shall have something to work upon which will stand. We cannot afford to depend upon the senses of individuals. Anything which the Government does to protect the consumer is done also to protect the manufacturer who is doing a high class business."

OPEN PRICE ASSOCIATIONS

A Way is Here Pointed Out to Overcome Price-Cutting Through Organizations Where Existing Cost Prices Can be Compared—Co-operation with Federal Trade Commission is Suggested

By G. E. MACILLWAIN
Wellesley Hills, Mass.

FOUR real fundamentals of business prosperity were called to the attention of the convention members by G. E. MacIlwain, of the Babson Statistical Organization, Wellesley Hills, Mass. Mr. MacIlwain declared that they embraced

among others "willingness to co-operate." Fundamentals were all of them personal qualities, group qualities, and not factors of physical environment or the conditions in which men live. In fact, he said, they might almost be called "spiritual or religious qualities." Leaving aside the other three of these fundamentals Mr. MacIlwain gave his attention exclusively to the Open Price Association idea. He said in part:

"One of the prime difficulties of business is price-cutting. It is one of the petty annoyances of business and in many cases gets to be a positive menace to the success of any line. Sometimes it is done by the large and prosperous concern. Usually, however, it is done by the small concern, in order to get business away from the larger man and in fact to be able to live at all.

"It is a great question: What shall we do with the price-cutter? The old way was to kill him off. If he was a small man, surrounded by one or two large concerns, this was easy to do. The road of business history is well filled with the wreckage of small businesses, that have been killed off by this method. If the price-cutter was a large fellow his murder has not been so easy to accomplish and the warfare has been carried on with great fierceness, often for long periods, and has resulted in bitter enmities and in costs and losses to all concerned, and finally to the general public that have been deplorable indeed.

EDUCATION VERSUS MURDER


This situation is the one that the Open-Price Association tries to meet. The idea is: Don't kill your competitor, but educate him! Endeavor to get competitors together into one association for the good of all concerned. The large man is urged to come into such an association, because he is in constant danger of getting to be too large and of becoming a monopoly. And the small man is urged to come in because, unless he can combine with some one, he is in danger of being frozen out entirely.

"What is it that such an association can do? It can act as a bureau of information. At stated intervals, the shorter the better—once a week or once in two weeks if possible—each member of the Association sends in to the secretary or other central officer complete information regarding the business of the period just past. This information would cover production, stock on hand, cost systems, past prices, returned goods, cancellations, terms of payment, methods of production, credit, advertising, purchasing of raw materials, freight allowances, inquiries, bids, contracts and other matters of interest to the members of the association.

On January 1, 1917

RUSSELL & CO.
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will extend their
GREEN COFFEE DEPARTMENT
under the management of
LOUIS A. TYLER



Braunling's

Discriminate buyers come to us for
coffees of quality.

Braunling Coffee Co.
132 Front St. NEW YORK

Members of the Coffee and Sugar
Exchange of the City of New York

Bourbons

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ciation. It is the business of the secretary to tabulate it at once, and mail to each member of the association a report on the matters that he has in hand. This report is to be timed so that all members will receive it at the same time. Each member then has before him a complete statement of the condition of his line of business in the week or two weeks—whatever the period may be—immediately preceding the report.

ESTABLISHING A RIGHT COST SYSTEM

"There are two certain things that the association can do for its members in the way of education. One of the most important is the study of costs. Different people, because of different conditions, can make the same thing, or nearly the same thing, at costs that are quite materially different. The establishment of right cost systems is not meant to produce uniform costs. But if one member of an association can work out an adequate cost system for the particular line of business and if the system thus worked out for one can be applied to all, the advantage will be in the fact that in figuring costs the different members will be working on the same plan, and upon a plan that as nearly as possible is a correct plan. Differences of prices then will be intelligent.

EXCHANGING PRICE INFORMATION

"The real crux of the Open Price Association is the matter of prices. The idea of making public to all of one's competitors the prices which you have obtained for goods or which you have quoted for goods strikes many men pretty cold. Still, it is the fundamental idea of the new form of Association. It is always to be held as the ideal of any association that tries to work along these lines, that full information as to prices is to be exchanged. This is the life of the Association. The matter of credits, too, is of great importance. The work of the various Credit-Men's Associations is of immense importance in business. But in your own association you can bring the matter of credits right home under your own roof.

EDUCATING FORMER ENEMIES

"Perhaps the first difficulty of such associations is that of prejudice. When men have been carrying on business on the old-fashioned cut-throat plan, they are pretty sure to have made some pretty sharp enemies. The idea of coming into an association with these old enemies, and above all of exchanging what one regards as valuable information with these enemies, strikes many a man as beyond reasonable consideration. One of the hardest things to overcome in many instances has been deep-seated prejudices.

"Associations frequently have to go very slow on account of this matter of prejudice. But the best cure for it is to get men together and let them get acquainted with each other. And often it happens that the One-Price Association is the very best method of educating your former enemy out of the practices that have made him objectionable to you.

"Another difficulty is, frankly, the unwillingness of men to submit information about prices. An attempt to force this beyond the safety point will often break up an association. If some of the men in an association are willing to quote prices and others are not, let it be that way. The experience of those that do quote prices will generally, in time, convert those that at first are unwilling to do it.

"To be successful an association must be small enough, its members must be near enough together, so that they can get together very frequently. Their conditions, the public demands on their trade, must be so similar that information will be vital to all members.

"I do not wish to be misunderstood as saying that the co-operation idea is applicable only to small associations. There is more than one association using Open Price methods that cover the whole country. But usually such associations find it necessary to split up the territory into small sections, for working purposes.

APPREHENSION OF LEGAL TROUBLE

"Many men who might like to go into such work are hindered by their apprehension of legal trouble. Many have had experiences in associations that undertook to govern prices, and they are shy of all associations that have anything to do with prices. Furthermore it has been difficult, if not impossible, to get any definite countenancing of these associations out of the Federal Trade Commission. More than one group of men who were on the verge of trying some such plan have gone to Washington with it and because of the strictly negative and non-committal attitude of the Commission they have come home discouraged. Others have taken legal advice and it has not been unusual for good lawyers to advise clients to keep out of this business. Nonetheless, the advantages of such association work are so great that some risks are worth taking.

MUST BE NO PRICE CONTROL

"Two things must be done in this connection. There must, first, be no effort to control prices. Do not quote anything but past prices. Have it distinctly understood that the fact that one sells for such and such a figure, or that a

ALL-AMERICAS MERCANTILE CORPORATION

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MEDELLINS MANIZALES

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London and Santos

Companhia Prado Chaves,
Sao Paulo and Santos

Louis Boher & Co.
Rio de Janeiro

Orders executed on the New York Exchange for coffee and
sugar future contracts.

forty of men sell for such and such a figure, lays no kind of restraint in the matter of prices on any other member of the association.

"Some will ask, 'What is the use of talking prices at all unless you can talk future figures and agree upon them?' The answer is that the real ends of co-operation are served by quoting past prices and leaving future prices to individual judgment. What you want is not monopoly, but intelligence. If your competitors know what goods are worth and choose to undersell you, well and good. You know very well that if your prices are right and theirs wrong, you will win in the end.

"The second thing is that it is strongly to be advised that each association keep the Federal Trade Commission advised of everything that it does. Send the Trade Commission the minutes of every meeting. Keep them informed about everything you do. If you are overstepping the line, we feel very sure that before they prosecute you, they will notify you of your mistake and give you a chance to mend.

CO-OPERATIVE ADVERTISING

Coffee Substitute Manufacturers Spend \$100,000 while
Coffee Advertisers Spend About Half That
Amount—Coffee Should Be Advertised
Co-operatively and Continuously to
Secure Results*

By C. C. PARLIN

Division of Commercial Research, Advertising Department, The Curtis Publishing Company, Philadelphia

IN a booklet recently issued by The National Coffee Roasters' Association, attention is called to the per capita consumption of coffee in the United States by the average of twenty-year periods:

1854 to 1873	1874 to 1893	1894 to 1913
5,786 pounds	8,118 pounds	10,256 pounds

"Thus it is shown," the pamphlet states, "that coffee drinking by the people of the United States has increased with the increasing greatness of the country, and that coffee is more and more universally beloved as the indispensable national beverage of a strong nation.

"While the statement is true for twenty-year periods, the figures given more in detail are by no means so reassuring. Since importation from year to year fluctuates with the condition of the market, it is necessary in order to get a fair view of the situation, to iron out the peaks and depressions; but when this is done by charting average

five-year periods it indicates that there has been a distinct loss in per capita consumption since the period from 1901 to 1905. (See chart.)

ADVERTISING OF COFFEE SUBSTITUTES

"The reasons for this recession of the market, you gentlemen are much better able to offer than I am. You are, of course, familiar with the fact that in the high period prices were low, and during the last five years prices have been high. Perhaps that may be a sufficient explanation of the drop in the market, but it is at any rate suggestive that the advertising of coffee substitutes in a strong way began in about 1901, and that during the fifteen years in which the market receded, coffee substitutes have been strongly advertised, while little has been expended in the exploitation of coffee.

"The checking figures of thirty-one leading publications show that the coffee substitutes in these publications spent more than \$100,000 while the advertisers of coffee were spending about half that amount. Besides this, large sums have been expended by coffee substitute advertisers in newspapers and billboards. Coffee substitute advertising has often taken the form of an attack on coffee. It is quite possible that the influence of these attacks has done even more to injure the coffee market than their own increases in volume may indicate, for knocking copy is more likely to be destructive to all concerned than it is to build business for the one who uses it.

"The problem before your committee to-day is the problem of co-operatively advertising coffee, and before discussing specifically your problems let us consider some of the other efforts that have been made in co-operative advertising."

NATIONAL ORANGE AND RAISIN CAMPAIGNS

Mr. Parlin told how the California orange and raisin growers worked out successful co-operative advertising campaigns. The orange growers combined to put out one brand of oranges called "Sun-Kist," and advertised it nationally. The raisin growers did the same thing with the "Sun-Maid" brand of raisins. When the orange growers shipped 2,000 cars of oranges they thought they had reached their limit, but now they are shipping 50,000 cars, and the American public is crying for more. The raisin growers have increased the sale of "Sun-Maid" raisins from 700 to 14,000 tons, chiefly through channels where they are not replacing other brands.

"The food products industry runs to a total through retail channels of \$4,500,000,000 at least, and I believe these figures most conservative. I suppose the actual figures would show nearly, if not quite \$6,000,000,000. But putting it at

* An address before the Sixth Annual Convention of the National Coffee Roasters' Association, Atlantic City, N. J., November 16, 1916.

NEW YORK CITY, N. Y.
101 Wall St.

NEW ORLEANS, LA.
500 Magazine St.

LEON ISRAEL & BROS.

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COST and FREIGHTS
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Mr. Coffee Roaster

Our houses at Santos, New York, New Orleans and Chicago are all at your service.

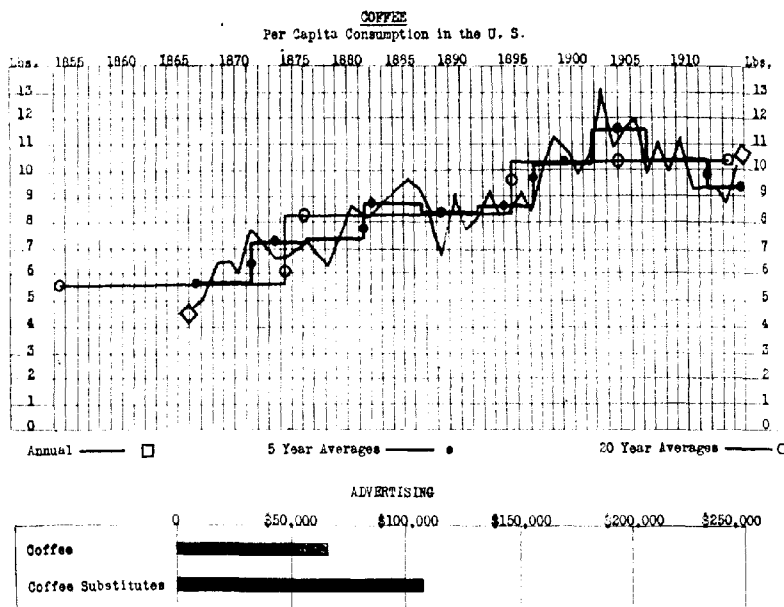
Our quality and prices are always right.

When you are in the market for coffee, give us a chance to bid. Work with us and we will show you something new in green coffee service.

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	SANTOS, BRAZIL	

When Writing Advertisers, Kindly Mention THE TEA AND COFFEE TRADE JOURNAL



former figures it is hard to grasp what \$1,500,000,000 is. It is enormous. To move this vast industry requires an enormous sales machinery. Starting from the producer and passing through the brokers and commission men, we come to something like 3,000 wholesale grocers, and so on down the line to the consumer. The problem is not one of developing a market by intensive work in a few cities, it is the problem of increasing the consumption of your product throughout the length and breadth of this great country by strong national publicity.

STRONG ADVERTISING NEEDED

"To return to the coffee proposition, unlike the National Dairy Council, which had several lines to advertise, you have a single product, and in so far your problem is simpler and could probably be put over with a smaller expenditure of money.

"But, on the other hand, you have the disadvantage of having your product attacked. Large sums of money are being expended by manufacturers of coffee substitutes and other beverages to persuade people that the drinking of coffee is injurious. Now, gentlemen, if you begin advertising you will simply stimulate this attack, and unless you are willing to advertise in a strong enough way to really put your proposition over

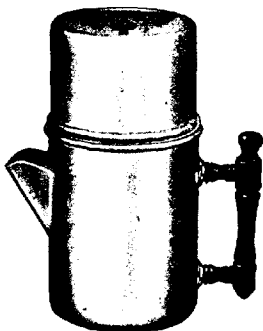
the net result of your experiment in advertising will be to increase the activity of your enemies and will do, in my judgment, more harm than good. You have, frankly, a difficult problem before you—one that requires strong, persistent and continued advertising effort—and if by advertising you mean an expenditure of less than \$100,000 a year, in my judgment you had better not advertise, and, frankly, to accomplish what you desire you should, in my judgment, appropriate not less than \$200,000 a year for a period of not less than three years.

MUST CHANGE BUYING HABITS

"You are a part of an industry which is vast with vast merchandising machinery and which are set certain definite buying habits. Every line is all very largely bought as convenience goods; at the nearest place or as seen the display, or by brand, or in the accustomed way. Habit is the strongest factor. Anything we do daily or weekly or monthly is taken care of by our lower nerve centers; we do it with the heart of the head, if you please, instead of the front of the head. When you strive to transform buying habits, you not only need to tell a person a thing once but you must tell him twice or three times until you form a habit.

Give Your Coffee a Chance!

DON'T trust it to the many "hit and miss" ways of brewing. The "KIN-HEE" Quick way gives the same uniform results at all times — so simple a child can operate it. The "KIN-HEE" Quick Pot brews your favorite coffee ready to serve in less than one minute.



Made from Pure Aluminum in
2, 4, 6, 10 cup sizes

The successful Coffee Merchant selects his Coffees with the greatest care, exercises skill and extreme caution in making his blends and is absolutely insistent upon their being roasted to an exact color standard. *To what purpose is all your painstaking care if the final and most important process, THE COFFEE MAKING, is neglected?*

Then why stew the grounds? They are but the container of the volatile oils. Viciously boiling water upon finely ground coffee (the "KIN-HEE" way) extracts all the volatile oils *instantly*. Continued immersion just stews out the bitterness. Coffee prepared the "KIN-HEE" Quick way is smooth, rich, delicious and amber clear to the last drop.

The delicious aroma of freshly ground Coffee at the mill is transmitted direct to your cup when your Coffee is brewed in a "KIN-HEE" Quick pot.

We have never found this aroma in Coffee made in any other way. Try the "KIN-HEE" and be convinced.

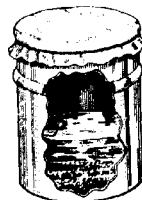
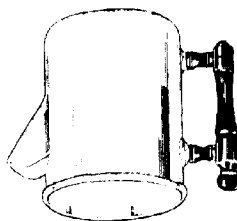
It has received the highest possible European and American awards wherever exhibited.

It has the unqualified endorsements of Doctors, Scientists, Domestic Science Teachers, Household and Food Magazines, and the Coffee Trade generally.

Send for our list of testimonials from nearly every part of the world. ARE YOU PERFECTING YOUR PLANS to reap the full benefit from the unqualified endorsements of this method of coffee making by the N. C. R. A. at its recent Atlantic City Convention?

FREE TEST.—We will gladly send you a sample, without obligation, on request. If satisfactory you may remit wholesale price; if not, pot to be returned.

Quotations and further particulars on request.



Sectional View, How
Operated

National Aluminum Works
ELMIRA, NEW YORK

When Writing Advertisers, kindly mention THE TEA AND COFFEE TRADE JOURNAL

"But the greatest difficulty, which you gentlemen have to face is not the attacks of your enemies, but the inherent difficulty of all co-operative concerns—the difficulty of holding together steadfastly enough to accomplish results. The real proposition is: Have the members of The National Coffee Roasters' Association enough faith in their own proposition and in each other to hold together and to carry out a continuous advertising policy long enough to secure results? If so, gentlemen, put your shoulders to the wheel and go ahead!"

PITHY TRADE NOTES

A complete roasting plant is being installed by the John E. King Coffee Company, of Detroit, Mich., including a No. 5 Burns roaster with tip-top cooler and stoner, No. 11 grinding mill and various bucket elevators, storage bins, etc.

The Round House Trading Company, East Jan Linn street, Victoria, Tex., is desirous of negotiating with responsible coffee firms that sell green coffee.

F. Ritter has opened a retail coffee and tea store at 953 Amsterdam avenue, New York City, where he will specialize in fresh roasted coffee.

A No. 7 Burns outfit will be operated in full view of the customers for roasting half-bag lots.

For the four weeks ending November 4 the Jewel Tea Company, Inc., reports sales of \$1,114,473, and in 1915 \$99,068, an increase of \$414,805, or 59.20 per cent. The sales for the forty-four weeks ending November 4 were \$10,122,395, and in 1915 \$6,444,802, an increase of \$3,677,593, or 57.00 per cent.

Construction Manager Frederick Whitton has been commissioned to prepare plans for the new factory and warehouse to be erected for Hill Bros., at the southwest corner of Howard and Fremont streets, San Francisco, Cal. The building will cover an area of $137\frac{1}{2} \times 137\frac{1}{2}$ feet, and will be of the mill type of construction, four stories in height, at an estimated cost of over \$100,000.

The newest branch establishment of the Check-Neal Coffee Company, whose headquarters are at Nashville, Tenn., is located at Richmond, Va., and has a particularly fine coffee roasting equipment. This includes two "Jubilee" roasters.

FRENCH OLIVE OIL EXPORTS

Exports of olive oil from Nice, France, decreased in value from \$572,218 in 1914 to \$491,281 in 1915.



NATIONAL PACKAGING MACHINERY COMPANY'S EXHIBIT AT THE N. C. R. A. CONVENTION

The above photograph shows a part of the National Packaging Machinery Co.'s display at the convention of the National Coffee Roasters' Association. Included in this exhibit were a full size "Scott" automatic weighing machine, photographs of many of the unit attachments manufactured by this firm, views of installations of its machinery and samples of the cartons handled by this company's "Brightwood" carton assembling machine.

MISCELLANEOUS TRADE NEWS

[A] Department Covering the Activities and Developments of the Manufacturing Tea, Coffee, Spice and Fine Grocery Interests and the Supply Trades

THE TEA AND COFFEE OUTLOOK

A Review of the Markets for 1916 and Speculation as to the Future

[SPECIAL FOR THE TEA AND COFFEE TRADE JOURNAL]

A RESUME of the market for the past twelve months is almost a repetition of the conditions of the year previous. Very little has occurred to create more than a passing interest.

From time to time coffee and other interests have made attempts to advance options and these bull efforts have resulted in some little activity on exchange. The campaigns have been short lived affairs, for there always proved to be plenty of coffee in sight, so that the net result was a lower market than when the drive began.

There is no question but that a larger number of concerns are now doing a cost and freight business. With easier banking facilities and the possibility of doing business direct instead of through London, firms that have not as yet entered this field are certain to begin importing their own coffees.

MARKET WITH CENTRAL POWERS CLOSED

Early in the year large shipments of coffee were made to Scandinavia which ultimately found their way to the armies of the central powers. With the tightening of the blockade and black-listing concerns doing business with the Teutons this market has been closed. The cutting off of this outlet for Brazil coffees has had a reactionary effect on the market. Planters are anxious to market the crop, and in consequence this country is bearing the brunt of the pressure from the primary points.

Prices for Brazil grades are higher than a year ago. Rios are up from a cent and three quarters to two cents, while Santos grades show practically the same advance. Mild growths of Central and South America do not show the advance that has taken place in Brazils and remain practi-

cally unchanged, except that prices show a little wider range.

Dutch East Indian coffees are from two to five cents higher than last year, with the supply of Washed Java exhausted. None of these coffees are being imported at present. Mocha coffees were an uncertain quantity a year ago and the price was high. The market to day shows a drop of about ten cents.

COFFEE OUTLOOK FOR 1917

The outlook for the year to come is any one's guess. Many changes are taking place in trade conditions. The tremendous advance that has taken place in all sorts of package material, cans, cartons, labels, cases, paper, twine, etc. is causing serious concern. The competition of the chain store, pedler and mail order house is being seriously felt. Overhead expenses are steadily increasing. These are problems that will require attention during the coming twelve months.

The market will have spurts of activity with temporary advances in quotations. Nothing very substantial is liable to happen until there is some prospect of peace in Europe. Should the war end there will without question be a big advance all along the line.

TEA MARKET REVIEW

The tea market for the year has been a rather lame affair. A waiting policy has been followed by the trade in general. Conditions abroad are abnormal and demand very spotty. At times the buying has been heavy and prices have advanced, after which they have dropped back. Prices are about the same as a year ago, with the exception of Gunpowders and Young Hysons, and these teas are about four cents higher.

The undertone at the close of the year is very firm and stocks of all kinds are considered good property at prevailing prices. How much of an advance will take place it is impossible to state, but the general impression is that it will be substantial.

SPECIALTY MEN'S COVENTION

Work of Organization Is Endorsed by Food Commissioners Present—One Day Given to Annual Commemoration of Passage of Pure Food Law—Officers Elected

EDWARD N. HERLEY, chairman of the Federal Trade Commission, one of the principal speakers at the eighth annual convention of the American Specialty Manufacturers' Association, in Pittsburgh, November 14-17, said that issues involving unfair competition have been met as they arose, but handled on their merits after the fullest investigation, and it has been the aim of the commission to correct those abuses in a spirit of consideration for all concerned. But it has not been a case of whitewash, nor have infractions of the law been condoned. It has, rather, been the spirit of sitting down together and settling troubles in a way that was fair to all. He further said that methods of suasion rather than coercion have been found adequate and that the process of correction has been stripped of many of its terrors through direct and informal counsel without the sacrifice of authority or dignity.

In attendance at the convention were several hundred delegates from many parts of the United States, representing about 100 firms with more than \$500,000,000 capital. There were also present many State food commissioners, who attested their support for and recommendation of food control laws, denounced food fakirs, recommended the food standards commission and highly approved the work of the association, and especially the commemoration idea of the national food law and food legislation generally. This feature of the program was especially interesting and excited the greatest elation of the food producers over the part they have played in the promotion of food regulation.

In his annual address, President Carl A. Lantz stated that the organization presents the combined opinion and co-operative efforts of the manufacturers of many branded products sold in grocery stores throughout the country.

John H. Schaefer, president of the National Association of Retail Grocers, criticised the entry of manufacturers into a city with all sorts of advertising promises and then, after loading up the trade, decamping without keeping good faith. He also called the manufacturers' attention to the lack of profit that did not cover the retailers' overhead and suggested that when a new product

is introduced, or a price changed, they should give consideration to the grocers' rights of fair margin. The lack of net profit, he declared, was responsible for the failure of many retail grocers.

The last day was devoted almost exclusively to the commemoration of the tenth annual passage of the national pure food law, which act, Charles W. Dunn, counsel for the association said was strongly approved by the manufacturers in the American Specialty Association. Mr. Dunn reported total prosecutions of 4,500 cases since it had been a statute, the highest mark being in 1912, when there were 1,458 cases. The fines in ten years totaled over \$100,000.

The officers elected for the coming year were: William L. Sweet, Rumford Chemical Company, Providence, president; R. R. Moore, Eau Claire, Wis., and W. W. Frazier, Jr., Philadelphia, Franklin Sugar Refining Company and E. C. McGongall, Libby, McNeil & Libby, Chicago, first, second and third vice-presidents, and D. O. Everhard, Union Match Co., New York, treasurer. The four directors are: W. H. Lipe, Beech Nut Packing Co., Canajoharie; Carl A. Lantz, Lantz Bros. Co., Buffalo; C. T. Lee, Kellogg Toasted Corn Flake Co., Battle Creek, and James M. Hills, Hills Bros. Co., New York.

RUSSELL & CO. EXPAND

New York House Will Enlarge Green Coffee Department on January 1st with Louis A. Tyler in Charge

RUSSELL & CO., coffee jobbers, New York, announce that on January 1st their green coffee department will be considerably enlarged, and that Louis A. Tyler, well known in the New York green coffee trade, will have charge.



LOUIS A. TYLER

now on.

Mr. Tyler is well equipped to fill his new post

Mr. Tyler has been identified with important interests in the green coffee business, and is looked upon as a particularly able green coffee salesman. In his new capacity he will be associated with F. C. Russell. Both of these men are young, active and successful, and it is predicted that Russell & Co. will be a large and important factor in the green coffee trade from

tion, having been actively engaged in the importing and jobbing business for 25 years. He made his start as salesman for Rowie Dash, New York, and in 1903 entered the coffee jobbing business for himself under the firm name of Tyler & Johnson.

In 1906 he created a green coffee department for the Jones Bros. Co., and managed it successfully for seven years. In 1913 he left the Jones Bros. Co. to go into the coffee brokerage business with J. H. Windels, under the firm name of Windels & Tyler. Upon Mr. Windels' departure for Brazil, Mr. Tyler had the exclusive handling of the Coast & Freight account for Leon Israel & Bros. in New York City. Of late he has been associated with Mr. Windels in the importing and jobbing business.

THE MARKETS OF THE WORLD

Latest News Letters from Staff and Special Correspondents in the Countries of Production and the Leading Foreign and Domestic Trade Centers

OUR LONDON LETTER

The Latest News from Mincing Lane and the Continental Trades Centers

Office of THE TEA AND COFFEE TRADE JOURNAL,
34 Cranbourn Street, London, W. C.

LONDON, Nov. 20, 1916.

SINCE earlier closing is now imposed upon shops and stores in Great Britain, and people who want groceries, for example, have to get them before 8 o'clock on ordinary nights and 9 o'clock on Saturdays. Grocers accept this change with the best grace possible, but fear that it will lead to more Sunday trading. They think it a pity that a clause was not added to the bill prohibiting all Sunday trading after 10 o'clock in the morning.

Indian teas are dearer for all kinds, and the quality is poorer, but this does not check demand and distribution. Chinas are very active, with a good demand for all grades. The market is handicapped by the absence of Continental buying, and relief seems to be in sight at present, and all low and medium grades of tea are certainly suffering, so that the spreading demand for home use in Ching Wo and Panyongs is certainly satisfactory.

FINER GRADES OF TEA HIGHER

Common and low medium sorts of Ceylon tea showed a rise of half a cent to 1 cent per pound,

while finer teas were 1 cent to 2 cents higher. Only 21,880 packages were offered, and met a very strong demand, supplies being inadequate for the requirements of the trade. Quality was on a par with recent offerings, and good liquoring sorts were much wanted, buyers being ready to pay 2 cents advance where tea was really fine. A good demand exists for Java teas, and some trade is passing in Nyassalands.

With regard to coffee, only moderate supplies were offered at recent auction and met with attention at previous quotations. The terminal market is quiet, and prices are rather easier. Brazilian receipts since July 1 amount to 6,358,000 bags, against 7,538,000 bags last season.

THOMAS REECE.

PORTO RICO SEEKS AID HERE

Civic Organizations Ask More Favorable Marketing Conditions in Spain and Cuba, or United States Tariff Protection

[SPECIAL CORRESPONDENCE]

SAN JUAN, PORTO RICO, Nov. 20, 1916.

FOR the first time in the history of coffee growing in Porto Rico, business men of the island in general have become concerned about its future. Of all the more important industries, most of which have been developed tremendously since American occupation of the island, coffee, after eighteen years, remains unbenefited, according to the coffee men, who assert something strenuous must be done to make the business prosper. Today the industry is just about where it was twenty or thirty years ago, and with an unsatisfactory season last year, this condition has been emphasized. The export crop last year was the smallest since 1911, and although the price realized was an advance over the previous year when the outbreak of the European war broke the market, yet the gross return was two million dollars less than that received from the 1915 crop.

Realizing this, the Insular Chamber of Commerce, composed of several business organizations, and acting with the National Coffee Growers' Association, has determined to attempt to create an interest in Porto Rican coffee in the United States, not only to stimulate a market for the coffee there, but also by working through boards of trade, chambers of commerce and other business and civic organizations, try to obtain more favorable conditions for marketing this coffee in Spain and Cuba, the island's two best markets, or else have United States tariff protection. The question of new trade agreements

between the United States and Spain and Cuba has already been taken up with the State Department at Washington, D. C., and the facts there presented.

CHANGE IN GOVERNMENT UPSET BUSINESS

In Spanish days, coffee was Porto Rico's chief product, the bean went duty free into Spain and Cuba and prices were more favorable, although seldom higher than at present. Coffee men still talk of receiving 30 and 35 cents a pound for their coffee in Spanish days, but this was Spanish or colonial money of less value than American money, although it is asserted that prices in Spanish times equal to the prevailing prices in recent years actually gave the coffee growers more money and they enjoyed a greater degree of prosperity than at present. With the change in government, coffee no longer was admitted duty free in Spain and it was also taxed in Cuba. This change completely upset the Porto Rican coffee business.

Before readjustments to new conditions could be made, however, the industry received another blow when in 1899 a cyclone swept through the coffee districts destroying outright many valuable properties and so damaging others that the plantations even to this day are said to be suffering from the storm's effects. All of the present troubles of the coffee men, rightly or otherwise, are traced back to American government and the storm of 1899.

Up to the present no serious, concerted effort has ever been made by the coffee men to create a market for their product in the United States. There has always been more or less agitation that Porto Rican coffee should be sold there. One or two companies have at different times made short and unsuccessful attempts to introduce the coffee there, and at one time the Insular Government, in an effort to help the coffee men, established a commercial agency in New York to start a wedge into that market for the island's coffee. The effort was not a success, and after a time was abandoned, and as a result the coffee men to-day find themselves, as they assert, marketing their product with more and more difficulty in countries where there has been a natural demand for it, while the now natural market—the United States—is anything but clamoring for their goods.

SELL WHERE A MARKET IS OFFERED

Another condition which probably has helped delay for so many years an attempt to sell Porto Rican coffee in the United States is the fact that the business is almost wholly in the hands of foreigners—that is, neither Porto Ricans nor Americans—who are, or until recently have been, more familiar with doing business with Spain, France or Italy than they have been with the United States. There has not been a sufficient desire on the part of these people to develop an American market. There is a straight merchandizing problem—they sell where a market is offered.

Another factor is that a great deal of the coffee exported is handled by merchants engaged in general trade and who handle coffee purely as any other bit of merchandise. They buy as cheaply as possible and sell for as much as possible. Seldom do these same merchants have any financial interest in the actual growth of the coffee they handle. However, they do have considerable to do, in many instances, with the financing of the coffee crop which eventually comes to them.

Most of these coffee exporters are merchants in the larger ports of the island engaged in general mercantile business. Frequently they have private bankers or wholesale provision merchants, or both. The smaller merchant back in the hills where the coffee is grown buys his goods and supplies from the bigger merchant in the port. The little merchant in the hills supplies food and other necessities to the coffee planter. In all probability the big merchant in the port carries the interior merchant until the coffee harvest comes and then a liquidation commences through the coffee forwarded to the exporter from the merchant in the hills. The coffee planter, in turn, has settled with the storekeeper in coffee. And sometimes there is enough to cover the account and sometimes there isn't. Sometimes, of course, there is a surplus. And this process must be considered as applying only to the smaller coffee planter and not to the big plantation owners. Generally speaking, however, the coffee growing is in the hands of small planters, and in this respect differs from the other industries of the island, which generally are operated in rather large units.

DISTINCTIVE CHINAWARE for PREMIUM PURPOSES

At Reasonable Prices

Long experience enables us to give you real service

THE LIMOGES CHINA CO.,

W. I. Gahris, Pres.

SEBRING, OHIO

FOR JAVA TEAS OF DIRECT IMPORT

WRITE TO
ROWLEY DAVIES & CO., LTD.
 BATAVIA, JAVA
 OR FENCHURCH HOUSE,
 5, FENCHURCH STREET, LONDON, E. C.

IRWIN-HARRISONS & CROSFIELD, Inc.

Importers and Jobbers of Teas

PHILADELPHIA	NEW YORK	BOSTON	CHICAGO
50 So. Front St.	96 Wall St.	27 India St.	425 W. Ontario St.
London	Colombo	Calcutta	Batavia
		Shidzuoka	Daitotei
		Shanghai	Hankow
			Foochow

EPPENS, SMITH COMPANY

Importers and Jobbers

COFFEES and TEAS

267-269-271 Washington St., 103-105-107 Warren St.,
 124 Front St., NEW YORK

SUMATRA COFFEE

FOR HIGH GRADE BLENDS

We are offering some choice lots.

Ask for Samples

POOR PRICES PARALYZE COFFEE DISTRICTS

Merchants and business men in general here have come to realize, however, that considering the size of the industry, coffee scatters more money to more people than does any other business in the island. If coffee prices are good, everybody throughout the coffee districts and the coffee ports on the coast have money. With poor prices, business in the coffee districts is paralyzed.

And it has been the final realization of this situation that has brought the Insular Chamber of Commerce to give the coffee industry serious study and to attempt to help get it on a better basis.

Back in 1877 Porto Rico exported about 16,000,000 pounds of coffee and the price received was better than 19 cents a pound. The next year, 1878, the exports were in excess of 17,000,000 pounds and the average price was 19.4 cents. From that time on the production increased up to 50,000,000 pounds ten years later, but the old records show that the average price received for the crop of 1888 was less than 11 cents. The highest price ever received for coffee for export in Spanish times was 17 cents in 1893, when the exports reached 48,500,000 pounds. The biggest exports were in 1896, when approximately 58,-

000,000 pounds were shipped from the island at an average price of 15.4 cents.

BIG DECREASE IN 1916 EXPORT CROP

Last year's crop was discouraging, the export crop being almost 20,000,000 pounds less than the year previous. This was a decrease of 40 per cent. Total exports for the year ending June 30, 1916, were 32,144,283 pounds valued at \$5,049,283, or an average of about 16 cents per pound. The 1915 crop exported amounted to 51,125,620 pounds valued at \$7,082,791, or 13.8 cents per pound.

The exports, value and price since 1911 are as follows:

YEAR	Pounds	Value	Average Price
1911.....	33,937,021	\$4,992,779	\$0.147
1912.....	40,146,365	6,754,913	.168
1913.....	49,774,197	8,511,316	.171
1914.....	50,211,947	8,193,544	.163
1915.....	51,125,620	7,082,791	.138
1916.....	32,144,283	5,049,283	.160

The exports by countries, including amount and value for the past two years, are shown in the accompanying table.

HARWOOD HULL.

EXPORTS OF PORTO RICO COFFEE BY COUNTRIES—1915-16

COUNTRY	1915		1916	
	Pounds	Dollars	Pounds	Dollars
Austria Hungary.....	9,370	163
Denmark.....	189,812	28,557
France.....	5,745,391	791,223	1,551,271	232,081
Gibraltar.....	49,217	6,618	1,445
Italy.....	4,836,924	731,186	2,130,740	399,961
Netherlands.....	925,827	141,550	62,051	8,932
Norway.....	92,566	13,464	65,584	9,830
Spain.....	12,370,493	1,861,429	7,454,410	1,242,715
Sweden.....	909,012	140,910	1,325,221	253,696
Canada.....	152	22	507	85
Cuba.....	21,426,432	2,771,094	18,521,991	2,739,549
Danish W. I.....	2,472	400	659	105
Dutch W. I.....	50	8
Barbados.....	606	93	1,887	313
Argentina.....	245,470	31,958	99,995	13,771
Uruguay.....	5,455	777
Canary Islands.....	80,916	11,588	397,898	68,132
Philippine Islands.....	60,659	7,942
Spanish Africa.....	13,228	1,750	5,451	883
Total exported to foreign countries.....	46,963,992	\$8,542,399	31,634,975	\$4,971,284
Total shipped to United States.....	4,161,628	540,392	509,808	77,995
Totals.....	51,125,620	\$7,082,791	32,144,283	\$5,049,283

PUREST AND BEST BAKING POWDERS

Cream of Tartar and Pure Phosphate

Buyers Private Brands at Attractive Prices

Also High Grade Cocoas under Private Brands

MANHATTAN BAKING POWDER CO., 264 Spring St., New York

When Is The Largest Consumption of Coffee?

Experts generally agree that it is during the colder months of the year, although the summer months are large consuming periods.

But whether winter or summer is the larger seasonal consuming period, all agree that **the** best time is when the aroma is in the air and the flavor in the cup. Then, one cup is an invitation to another.

And it's no easy proposition to give the consumer the full deliciousness of coffee. It's a case of efficiency all along the line from selection of bean to package and the brewing.

American Can Company

Chicago

NEW YORK

San Francisco

With offices in the large-t cities

DEALING WITH THE "ENEMY"

Two Brazil Firms Calling Themselves Americans are Suspected by the English of Conducting Un-neutral Trade Through the Hands of "Indispensable" German Managers—Both Are Said to Have Been Dealing with Blacklisted Concerns

[SPECIAL CORRESPONDENCE]

RIO DE JANEIRO, BRAZIL, NOV. 20, 1916.

SOME 70,000 bags of coffee, exclusive of a not inconsiderable coast-trade, in which German houses have had a big share, have been traded in since July 1st by two self-styled American firms, both of whom are suspected by British sympathizers of dealing with the "enemy." Their goods have been shipped to different destinations. English traders claim it would be difficult for these firms to carry on this shipping trade in coffee were it not for bags, and it is believed that all that has to be done to bring them into line is for the supply houses to refuse to furnish any more bags.

Only lately one of the firms was implicated in certain shipments to two firms which are on the English blacklist. The local management of this firm appears now to be entirely in the hands of Americans who have no real interest in protecting "enemy" shipments.

Englishmen here say it must be admitted that exceptions in favor of their traders tend to weaken their own cause and make it difficult to apply rules to neutrals that they do not observe themselves. It is claimed that certain Germans have been retained as managers of these firms, on the ground that no other competent men could be found. If this be the case, and if they are allowed to remain, it establishes a precedent, so that all neutral firms with German partners or associates have to do is to claim indispensabilities to set the English blacklist at defiance.

The new manager of one of these firms is said to be an estimable gentleman, but having been previously manager of the City Improvements, Santos, he cannot be expected to have any profound acquaintance with coffee. Britishers believe him to be under the thumb of his German "grader," whom they argue, it is reasonable to presume, must have some very considerable interest in the business to submit to indignities to which he has been subjected.

No doubt it would be bad for the British trade if this house should lose its German "grader," but sooner or later the local trade expects to see them introduce new and British blood into the field.

W. P. J.

THE NEW YORK MARKETS

Special Market Reviews for "The Tea and Coffee Trade Journal"

NEW YORK, Dec. 1, 1916.

DEMAND for coffees of all description has been disappointing and light. The receipts of Santos have been heavy, in some instances exceeding the limit fixed for daily shipments. In consequence, outside interests that entered the market have liquidated their holdings. This has also added to the heavy tone. Shipments brought from Brazil have been cut in half, as Scandinavian ports are receiving no coffee.

Apparently, roasters have ample supplies on old contracts made for spot coffees as well as covering direct shipments. The market warmed up a bit on receipt of the news that the Government would purchase the surplus stock of about 3,500,000 bags of coffee from the Sao Paulo planters. This news, however, has not been confirmed, and it has not excited a great deal of interest.

Some little improvement in demand for mild coffees has been noted, particularly in connection with Colombians, but the supply of mild coffees

TEA COFFEE RICE

Merchandise of poor Quality is never cheap. It is economy to seek Standards of Quality.

Good goods are an asset that means Business Good Will—an asset built on Character and fair price.

Correspondence solicited—Wholesalers and Jobbers only.

M. J. BRANDENSTEIN & CO., 96 Wall St., New York



Quality With a Popular Price

First of all, our utmost attention is given to securing the purest materials money can buy to make our products so good that customers notice their superiority and continue to buy.

Then we think of Price—knowing we must be content with a very close profit so that our Dealers may be well paid for pushing our products.

Try Our "Nobetter" Macaroni Spaghetti, Elbow Macaroni, Noodles

Write for samples and prices.

One morning we missed a big opportunity to increase our business by carelessly putting off answering promptly a letter—don't you do the same. Write us now.

Purity Guaranteed by the

STANDARD FLAKED FOOD CO.

OWOSSO, MICH.

Manufacturers of Superior Corn and Wheat flakes and best rolled oats; Mills, Minneapolis, Minn., Owosso, Mich.

PHOSPHATE

For Baking Powder and Prepared Flour

PROVIDENT CHEMICAL WORKS

Main Office and Works: 8011 IDAHO AVENUE, ST. LOUIS Branch Offices: NEW YORK, CHICAGO



YOU DOUBTLESS KNOW THE EXCELLENT LINES WE MAKE
IF YOU DON'T, HERE THEY ARE:

Scales, Coffee Mills, Scoops, Canisters, Slicers, Etc.

108 Page
Catalogue
on request

The Jacobs Bros Co., Inc.
78 Warren Street,
New York City, N. Y.



Grocery Managers Wanted

By a large, strongly capitalized corporation operating a chain of Grocery Stores. Must be thoroughly experienced in the grocery business, possess executive ability and furnish highest references. Only those now employed and between 25 and 40 need apply. Married men preferred. Good salary and liberal profit-sharing arrangement to right parties. Fine opportunity for right men. Write full details. Correspondence confidential. Address

The Jones Co., A. P. FOUTE, Vice-President, Louisville, Ky.

When Writing Advertisers, Kindly Mention THE TEA AND COFFEE TRADE JOURNAL

from Central America and South America is heavy, and roasters are apparently taking their own time as to purchase and selecting the lines exactly suited for their requirements. As a result there should be a decided improvement in the cup value of many of the package brands on the market.

INCREASING DEMAND FOR TEA

Early in the month the tea market displayed very little activity, but during the past two weeks there has been a decided change in the situation. In certain directions large blocks of low grades have been purchased on a speculative basis, and these teas will be held for the advance that is certain to take place all along the line.

The amount of tea held by Great Britain is larger than for the past two years, and exports are lighter, as shipments to neutral countries on the Continent are now prohibited.

Pingsuey shipments this season will be very much under normal. Demand in this country is increasing, and with no decline in price possible for many months all grades of tea are good property and a good purchase at existing quotations.

THE SPICE MARKETS

The market, as is usual at this time of the year, is active. Price changes during the month have been small. There is very little doubt but that there will be a steady advance throughout the list.

PEPPER—A further advance of a half-cent has occurred, and the foreign markets are still higher than quotations here. The supply in this country is short, so that there is little doubt but higher prices will rule.—**CLOVES** show very little change in prices, with the demand steady.—**PIMENTOS** of the better grades are scarce and in good demand.—**CASSIAS** show little change in prices, but the demand is fair and quotations firm.—**GINGERS** are in good demand for all grades with a slight advance in prices for the line.—**MACE** prices are steady but show no marked change. The demand is fair and likely to increase.

WOODS, EHRHARD & CO.'S NEW AGENCY

Woods, Ehrhard & Co., coffee brokers, New York, have been appointed exclusive agents for the All Americas Mercantile Corporation, of Colombia and New York. According to the newly-appointed agents, this concern has been receiving some of the finest coffees grown in Colombia, and have made extensive arrangements for the coming crop with some of the largest coffee growers in that country. This house has made rapid progress during the past year.

MAINLY ABOUT PEOPLE

News About Men in the Trade at Work and at Play

VICTOR A. CAHILL, of Arnold Door & Co., coffee brokers, New York, will take unto himself a wife January 17th. Front Street is having considerable fun at his expense, as a consequence. Mr. Cahill is no longer a youth, and his friends tell him that it is about time he took the plunge. He is well known in the coffee trade and universally liked. Every one wishes him well.

CHARLES D. CUSHMAN has retired from the firm of Aborn & Cushman, coffee brokers, New York. The business will be continued by William H. Aborn under the same firm name. Mr. Cushman's health has been failing for a number of years, his chief disability being a form of rheumatism technically called arthritis deformis. Mr. Cushman's many friends in the trade will learn of his retirement with regret.

AMONG THE COFFEE ROASTERS that attended the recent Atlantic City convention and afterward stopped off at New York for a brief stay were: F. J. Ach, Canby, Ach & Canby Co., Dayton; T. E. Halligan, Halligan Coffee & Spice Co., Davenport, Iowa; B. C. Casanas, Merchants' Coffee Co., New Orleans; C. H. Bain, Hills Brothers, San Francisco; Albro Blodgett, The Bour Company, Toledo; F. G. Beeson, National Grocer Co., Mpls., Detroit, and Robert M. Forbes, James H. Forbes Tea & Coffee Company, St. Louis.

SALIENT TRADE NOTES

Ira B. Ivy, formerly manager of the Western Pacific Tea Company, has severed his connection with that concern and started for himself, under the name of The United States Coffee Company, at 304 North Robinson street, Oklahoma, Oklahoma.

F. B. Price, of Butte, Mont., who calls himself "The Quality Tea & Coffee Merchant," has recently installed a "Challenge" pulverizer to supply demands for finely powdered coffee.

The infringement case of the Salada Tea Company against the Great Atlantic & Pacific Tea Company to restrain that company from using the trade mark "Salada" was brought before Judge Braley in Jersey City, but as counsel for the defendant was not ready the hearing was postponed.

Fred W. Albrecht carries on a grocery business at Akron, Ohio, in which peanuts form an important item. He has recently installed a Burns machine for roasting unshelled peanuts in lots of two bags at a time.

CHARLES F. BLAKE

Importer and Jobber of Green Coffee

102 Front St. Established 1898 New York

NOW AT 393 GREENWICH ST., NEW YORK

LARGER QUARTERS

IMPROVED EQUIPMENT

Increase from 8 to 12. 7-foot Burns Roasters

All machinery new and improved

JOHN W. HAULENBEEK CO.

(formerly at 170 Duane St., for 38 years)

Coffee Roasting for the Trade Only

No Spice Grinding

COFFEE SEPARATED

No Coffee Selling

If You are a User of

TIN CANS

(Plain and Decorated)

Send us your inquiries. We are independent makers of the largest variety in the United States. With our long experience, modern equipment, and personal supervision, we are in a position to serve you advantageously and at proper prices.

Columbia Can Company

Madison St., from First to Second Sts.

SAINT LOUIS :: MISSOURI

HIGH GRADE COCOA IN ALL GLASS CONTAINERS

The all-glass jar represents the highest development in cocoa containers. It is attractive and serviceable.

Display these packages in a conspicuous place in your store and they will

SELL THEMSELVES

The best of materials enter into the manufacture of Opler Brothers cocoa.

Consumers come back for more. **It is a repeater.**

Feature Opler Brothers cocoa and watch your cocoa sales grow.

OPLER BROTHERS

Inc.

171 Duane St.

NEW YORK



C. E. Ward, formerly of the McClelland-Ward Company, has re-entered the wholesale grocery business at Decatur, Ill., under the firm name of C. E. Ward & Sons, and is in the market for staple brands of advertised goods.

The Forbes Chocolate Company, of Cleveland, Ohio, is a recently incorporated concern. A complete manufacturing equipment has been installed, which includes a No. 1 Burns roaster with burners for gas fuel and suction cooling apparatus.

A. J. Hartig, a druggist at First and Locust streets, Dubuque, Ia., buys coffee in ton lots, packed under his own label. He wishes to be put in communication with first hands in the coffee roasting trade of New York or St. Louis.

A complete equipment for wholesale coffee grinding has recently been installed by Githens, Rexsamer & Co., Philadelphia, including a No. 1 Burns granulator with chaff remover, Challenge pulverizer and No. 11 mill, all driven by a 7½-horsepower electric motor.

Incorporation papers have been filed at Dover, Del., for the Henry Sanders Cocoa & Chocolate Sales Agency, Inc., to manufacture and sell cocoa, chocolate and products of same; capital, \$500,000. The incorporators are V. C. Bogardus, H. H. Waller, Morris Friedberg, of New York City.

The coffee business of the "Old Dutch Market," located at 916 C street, Washington, D. C., has been given new importance by the installation of a No. 6 Burns roasting outfit. This machine roasts a bag of coffee at a time and has revolving cooler and stoner complete.

One of the newest industries at Johnstown, Pa., is the coffee-roasting and spice packing plant of the Cambria Spice Mills Company, which was recently incorporated by local men, and which has its plant in the Washington Garage building, Washington street, near Market. This company buys its coffee green, then grades, roasts and blends. B. H. Wagoner, of Johnstown, is president and manager.

Increased demand for "Veribest" peanut butter is indicated by the machinery additions which Armour & Co. are making in this manufacturing department in their Chicago factory. Two special No. 6 Burns roasters and cooling apparatus have recently been installed.

The world's visible supply of coffee increased 840,642 bags during October, as compared with a corresponding increase of 601,215 last year. The total visible supply on November 1 was 10,619,217 bags, as against 10,463,295 bags last year.

Increased demand for uniformly granulated coffee has caused the William Scull Company, of Camden, N. J., to install another No. 5 Burns granulator, duplicating apparatus already in use.

The Windsor Chocolate Company, now at Twenty-fourth and Hamilton streets, Philadelphia, has purchased the property of the Elbert Furniture Company, at Sixth and Moore streets. The present structure will be torn down and a reinforced concrete structure, four stories high, 80 x 116 feet, will be erected and devoted exclusively to the manufacture of chocolate.

The coffee business in the Hawaiian Islands is important, not only as regards the growing of considerable coffee of excellent quality, but also as regards roasting for home consumption. The important grocery house of Henry May & Co. at Honolulu are enlarging their coffee roasting business, having recently installed a "Jubilee" roaster and a No. Burns granulating mill.

S.A. SCHONBRUNN & CO.

83 Front Street, New York

*Importers and
Roasters of Coffee*

DISTRIBUTORS COFFEE OF QUALITY

Samples and prices that will bear competition, furnished on request.

**DANNEMILLER
COFFEE CO.**
BROOKLYN - N.Y. CITY

COFFEE—Roasted and Green

To Wholesale Dealers Only

Fire Queen: Drip Coffee Pot



**Insures the satisfaction
from your coffee that
brings the re-orders.**

The coffee business is a gamble. You may sell the best coffee on earth, but if spoiled in the making it's a dead one, and more than half the coffee sold is spoiled either by wrong methods of preparation or by a foul pot.

Every coffee man knows the drip process is the one best way to make coffee. A porcelain dripper, therefore, is the last word as coffee has no chemical action on porcelain. It rinses clean and stays sweet even in the hands of a careless cook.

The efficient, economical, non-tannic, time and labor saving features of the pot combined with its low cost, make it a beautiful demonstrating proposition either for premium or straight sale.

Write for description and prices.

Now is the time to cash in on what the National Coffee Roasters' Association and many independent coffee roasters are doing to boost "correct coffee making" as the one best way to stimulate the business.

Fire Queen Percolator Co.
116 Hudson St., New York

**If you make
\$300.00
on COCOA**

WOULDN'T you rather make \$500.00, instead? Then let us get up a special label for you and put under *your own name* a cocoa on which you can make more profit and which we guarantee to please your customers. More business is sure to result as one after another of your customers recommends *your cocoa* to their friends. Write us today for assortment of labels from which to choose.

**PENNSYLVANIA CHOCOLATE
COMPANY** Pittsburgh, U. S. A.

Branch Offices:—Philadelphia, Chicago,
New York, Cleveland, St. Louis

Pure Spices. Our spices are ground and packed in accordance with national and state pure food laws. You can stake your reputation on their purity.

Quality Spices. The quality of our spices is high grade. Only the best the market offers enters into their manufacture. They are ground by experienced millers in a fully equipped modern plant.

At Right Prices. When you buy our spices you are assured of getting absolutely the best for the price. Trade with us and you will profit by our 26 years experience in the grinding of spices.

Spices for the jobbing trade under our well known trade marked brands, in bulk or under your own label.

Archibald & Lewis Co.

Importers and grinders of Tapioca, Spices, Drugs,
Chemicals, Seeds and East India Goods.

80 Wall Street 87-93 Furman Street
New York City Brooklyn, N. Y.

THE PRACTICAL RETAIL GROCER

¶ A department devoted to the discussion of problems which vex retailers; telling how to arrange, display and sell goods; how to systematize; how to advertise; how to obtain the maximum efficiency in the grocery business.

RETAIL SYSTEM OF ACCOUNTS

A Series of Articles Describing Simple But Effective
Cost-Keeping Methods for the Retail Grocer

BY EDWARD N. HURLEY

Chairman, Federal Trade Commission, in collaboration
with ROBERT E. BELT, Chief Accountant of the Commission;
R. W. GARDINER, Assistant Accountant

PART 2

THE amounts for making up the profit and loss statement, Form B, can be had from the ledger and from the trial balance. It is made up at such times as the inventory is taken. A physical inventory should be taken at least once a year. The basis should be cost with conservative deduction for obsolete and shelf-worn goods. The inventory at the beginning of the period is, of course, that brought down from the end of the last period.

When monthly profit and loss statements are desired, and where the percentage of overhead and profit is known, the approximate cost of the goods sold can be arrived at in the following manner: Deduct the percentage of overhead and profit from 100 and multiply by the amount of the net sales; the result will be the cost of the goods sold, which when deducted from net sales will give the approximate gross profit on sales.

If desired, the difference between the values placed on the inventory and the actual cost of same can be shown on the statement. Show the actual cost of inventory and then the deduction under the title "Stock Depreciation," carrying the net forward as illustrated. While this is not necessary it is valuable information, and this method is recommended.

The total net profit, as shown by the statement, is that carried to the credit of the proprietor's account in the ledger.

BALANCE SHEET

Ledger accounts should be kept by the double entry principle with all real (asset and liability)

accounts, as well as with all nominal (profit and loss) accounts. A Balance Sheet of the same date as the Profit and Loss Statement should be made up from the balances of all real accounts. The ordinary asset and liability accounts and a logical classification thereof are shown by Form C.

ACCOUNTS AND EXPLANATIONS

REAL ACCOUNTS

1. *Cash on Hand and in Bank*.—Charge this account with the total receipts of the month and credit it with the total disbursements as shown by the cash book. The balance should agree with the cash book balance.

2. *Notes Receivable—Trade Customers*.—Charge this account with all notes, time drafts and acceptances held against others, and credit it with the same when paid or otherwise disposed of. The balance will show the uncollected notes receivable.

3. *Accounts Receivable—Trade Customers*.—Charge this account with the total of the charge tickets of the month, and credit it with the cash payments by customers (taken from the cash book at end of month) and with notes receivable, discounts, returns and allowances (from the journal and credit slips). Balance of this account must agree with the sum of the balances of trade customers' accounts.

4. *Reserve for Bad Debts*.—Credit this account with an estimated amount, based on charge sales, sufficient to provide for losses, and charge the account with the balances of personal accounts when hope of collection is abandoned.

5. *Prepaid Insurance*.—Charge this account with all insurance, fire, burglary, fidelity, plate glass liability, etc. At the end of each month charge the proper accounts (Nos. 35 and 44) with their proportion, the balance being an asset as "Prepaid Insurance."

6. *Accrued Interest Receivable*.—Charge this account at the end of the period with all accrued interest (not yet paid) on notes, etc., due from others, crediting "Interest Account." When the interest is received it is credited to "Accrued Interest Receivable."

7. *Store Property*.—Charge this account with the purchase price of the store property. Do not charge repairs to this account, unless they are of the nature of permanent improvements. A fixed amount should be periodically credited to "Reserve for Depreciation."



*— You'll enjoy
this delicious.
fragrant*

**RED RIBBON
COFFEE**

ROSS W. WEIR & CO., Inc.
New York



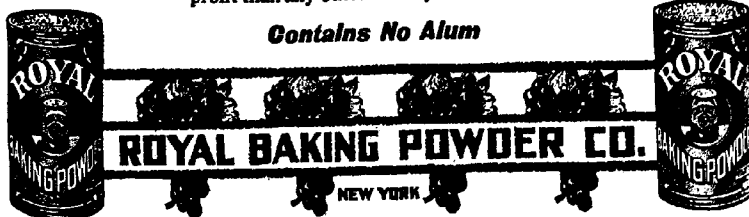
ROYAL BAKING POWDER

ABSOLUTELY—PURE

Everybody knows that all the grocers in the world, taken together, sell more ROYAL BAKING POWDER than any other kind. This proves that ANY grocer can do the same thing.

ROYAL BAKING POWDER properly displayed and recommended to your customers will pay you more and surer profit than any other brand you can handle.

Contains No Alum



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FORM B—

PROFIT AND LOSS STATEMENT, JANUARY 31, 1916.

				Percent.	Per
23	Sales.....		\$4,659.96		
24	Less sales allowances.....		2.00		
	Net sales.....		4,657.96		100.0
	Inventory of merchandise at beginning.....	\$3,451.09			
25	Merchandise purchases (cost delivered at store).....	2,759.67			
			6,210.76		
	Deduct inventory of merchandise at closing.....	\$3,062.17			
	Less stock depreciation.....	153.11	2,909.06		
	Net cost of goods sold.....		3,301.70		70.0
	Gross profit from trading.....		1,356.26		29.1
	BUYING EXPENSE.....				
26	Salaries and wages of buying force.....	25.00			
27	Miscellaneous buying expense.....	14.00			
	Total buying expense.....		39.00		0.8
	SELLING EXPENSE.....				
28	Salaries and wages of sales force.....	177.33			
29	Advertising.....	30.00			
30	Miscellaneous selling expense.....	3.75			
	Total selling expense.....		211.08		4.5
	DELIVERY EXPENSE.....				
31	Salaries and wages of delivery force.....	102.67			
32	Miscellaneous delivery expense.....	8.08			
	Total delivery expense.....		110.75		2.4
	GENERAL EXPENSE.....				
33	Management and office salaries.....	269.00			
34	Office supplies and expense.....	22.03			
35	Insurance on stock and store equipment.....	1.61			
36	Taxes on stock and store equipment.....	2.50			
37	Losses from bad debts.....	33.56			
38	Miscellaneous general expense.....	28.79			
39	Rent.....	71.25			
	Total general expense.....		426.74	9.2	16.9
	Net profit from trading.....		568.69		12.2
	INCOME FROM OTHER SOURCES.....				
42	Interest.....	17.09			
43	Cash discounts on merchandise purchases.....	6.55			
44	Rent income (net).....	16.52			
45	Miscellaneous outside income.....	2.00		7.98	
	Total net profit.....		576.67		

8. *Warehouse Property*.—Charge this account with the purchase price of the warehouse property. Do not charge repairs to this account, unless they are in the nature of permanent improvements. A fair amount should be periodically credited to "Reserve for Depreciation."

9. *Reserve for Depreciation on Store and Warehouse*.—Credit this account with the amount of depreciation on store and warehouse, and charge same to "Rent Income" (No. 44).

10. *Store Equipment*.—Charge this account with the value of all equipment, such as counters, shelving, scales, measures, etc., used in the conduct of the business. A fair amount should be written off periodically for depreciation.

11. *Office Equipment*.—Charge this account with office furniture, desks, safe and other office

appliances (not included in 34). A fair amount should be written off periodically for depreciation.

12. *Delivery Equipment*.—Charge this account with the cost of automobiles, wagons, horses and harness. This account must not be charged with repairs to automobiles and wagons, horseshoes or anything of this nature. A fair amount should be written off periodically for depreciation.

13. *Notes Payable—Trade Creditors*.—Credit this account with all notes given to trade creditors or time drafts accepted in their favor and charge the account as the same are paid. Balance of this account shows the amount of notes payable outstanding.

14. *Notes Payable—Banks*.—Credit this account with all notes given to banks and charge the account as the same are paid.



Empire Hardware Company

Grocers' Butchers' **STORE FURNISHINGS** Bakers' Restaurants

SCALES, CANISTERS, SHOW CASES, REFRIGERATORS, Etc.

ELECTRIC COFFEE MILLS

85 Warren St. Between Greenwich Street and West Broadway **New York City**

Write for complete Catalogue



Make Your Customers Happy

by telling them how to be independent of cooks and servants by serving

Shredded Wheat

with milk or cream, or other fruits—a whole wheat food ready-cooked and ready-to-serve. So easy to prepare a delicious meal in a jiffy with Shredded Wheat and milk to work on, to play on—for youngsters and grown-ups. You sell the biscuit and the fruit.



The Biscuit is packed in odorless spruce wood cases, which may be easily sold for 10 or 15 cents, thereby adding to the grocer's profits.

Made only by

The Shredded Wheat Co.

Niagara Falls, N. Y.

MAKE YOUR STORE HEADQUARTERS FOR "IMPERATOR" COFFEE

in your town. Healthy and nervous people alike can enjoy IMPERATOR COFFEE, a blend of some of the finest coffees grown, carefully selected as to their specific properties, thoroughly matured by age in our warehouses, and freed from impurities by a NATURAL PROCESS, so as to retain its full body and rich aroma.



IMPERATOR COFFEE, therefore, fully deserves its name, meaning RULER in the REALM of COFFEEDOM.

At a gathering of WASHINGTON OFFICIALS in New York, where IMPERATOR COFFEE was served, one of the noted STATESMEN remarked: "I never drank such perfect coffee."

We are looking for the most representative retail concern in each Town, City or Borough of the United States to take the exclusive agency for IMPERATOR COFFEE. Retails for not less than 35c. per lb. in New York City.

Address all communications to

Manager **IMPERATOR COFFEE** Department
JABURG BROS. Established 1885 **New York**

When Writing Advertisers, Kindly Mention THE TEA AND COFFEE TRADE JOURNAL

FORM C—

BALANCE SHEET, JANUARY 31, 1918.

ASSETS.			
CURRENT ASSETS.			
1	Cash on hand and in bank.....	\$1,511.67	
2	Notes receivable—trade customers.....	191.84	
3	Accounts receivable—trade customers.....	\$3,518.81	
4	Less reserve for bad debts.....	33.56	
		3,485.25	
5	Inventory of merchandise (at cost).....	2,909.06	
6	Prepaid insurance.....	100.14	
	Accrued interest receivable.....	.71	
	Total current assets.....		8,208.67
FIXED ASSETS.			
7	Store property.....	4,500.00	
8	Warehouse property.....	1,975.00	
		6,475.00	
9	Less reserve for depreciation on store and warehouse.....	26.98	
		6,448.02	
10	Store equipment.....	272.71	
11	Office equipment.....	74.37	
12	Delivery equipment.....	396.67	
	Total fixed assets.....		7,191.77
	Total assets.....		15,400.44
LIABILITIES AND CAPITAL.			
CURRENT LIABILITIES.			
13	Notes payable—trade creditors.....	1,210.50	
14	Notes payable—banks.....	900.00	
15	Accounts payable—trade creditors.....	3,685.72	
16	Accounts payable—others.....	485.00	
17	Accrued interest payable.....	19.23	
18	Accrued salaries and wages.....	82.00	
19	Accrued taxes.....	7.75	
	Total current liabilities.....	6,390.20	
21	Mortgages payable (warehouse).....	1,250.00	
	Total liabilities.....	7,640.20	
22	Proprietor's capital account.....	7,850.24	
	Total liabilities and capital.....		15,490.44

15. *Accounts Payable—Trade Creditors.*—Credit this account with merchandise bought on account, the amount being carried to this account monthly from the total of the Invoice Book and charge it with all merchandise returned and reductions (Journal), and payments made and discounts taken (Cash Book). Balance of this account must agree with the sum of the balances of trade creditors' accounts.

16. *Accounts Payable—Others.*—Credit this account with amounts owing to creditors other than trade creditors.

17. *Accrued Interest Payable.*—Credit this account at the end of the period with interest accrued (not yet paid) on notes, etc., due others,

charging "Interest Account." When the interest is paid it is charged to "Accrued Interest Payable."

18. *Accrued Salaries and Wages.*—Credit this account with salaries and wages earned and unpaid at the end of each month and charge the proper expense accounts. When payment is made this account is charged and closed out and the balance of the pay roll charged in the regular way.

19. *Accrued Taxes.*—Credit this account with the taxes due up to the end of each month, charging the proportionate amounts to the accounts in which they belong. When the taxes are paid this account will be charged.

Mr. Washington (of NEW YORK)

Says:

A child can make as good coffee as a chef with G. Washington's Refined Coffee because it dissolves instantly in the cup, quicker than sugar. It is all the crystallized goodness that is in the coffee berry and—is 100% pure coffee.

American Sugar Refining Company

The Dealer Who Handles Domino Cane Sugars In Packages

Meets the demands of his customers
Simplifies and facilitates sugar selling
Saves time, eliminates waste and guarantees correct weight
Sells the best known, best liked sugars in America.

You will enjoy selling Domino Granulated Sugar. The bright, clean cartons and cotton bags are old friends with your customers. You can give them the sugar they want, quickly and easily.

Domino Granulated Sugar is sold in 2 and 5 pound cartons and in 5, 10, 25 and 50 pound cotton bags. Also Domino Tablet, Powdered and Confectioners Sugars in convenient sized packages.

American Sugar Refining Company

The Most Complete Line of Sugar in the World

IMPORTANT NOTICE!

To the Grocery Trade:

Owing to increased cost of all our supplies and the recent breaking of our largest foreign contract for raw material,

WE MUST RAISE THE PRICE OF KNOX GELATINE

at once. The new prices are as follows:

Knox Sparkling Gelatine No. 1,
\$1.75 per dozen

Knox Acidulated Gelatine No. 3,
\$1.85 per dozen

We are helpless in the face of present abnormal conditions, and were obliged to take this step if we wanted to continue in business and maintain the quality and moneysworth that have made Knox Gelatine famous.

At the Retail Price of 20c. Per Package

it leaves you a splendid profit and your customers will get pure jelly at 5 cents per pint. (Each package makes four pints.) KNOX GELATINE helps you sell sugar, flavoring, canned fruits, nuts, etc., because it is unsweetened and unflavored. It has always paid you to

"Push the sale of Knox Gelatine"

and it will pay you to continue doing so at 20 cents, as it gives you a larger profit than ever before

CHAS. B. KNOX GELATINE COMPANY, Inc., Johnstown, N. Y.

20. *Proprietor's Drawing Account.*—Charge this account with all withdrawals of cash (not salary). At the end of the period the amount of this account is closed into proprietor's capital account.

21. *Mortgages Payable.*—When a mortgage is placed upon real estate (or assumed at the time of purchase) this account is credited. When paid it is charged.

22. *Proprietor's Capital Account.*—This account represents the proprietor's net capital. At the end of the period the net profit is credited to this account. The amount of his drawing account is then closed into this account. The balance of the account is his net capital at time of closing. In the event of a partnership each partner's net capital would be shown in his respective account and the net profit (or loss) carried to the credit (or debit) of their accounts in agreed proportions. In the event of a corporation this account represents the amount of the issued capital stock and the profit and loss is carried to "Surplus" account.

NOMINAL ACCOUNTS*

23. *Sales.*—Credit this account with the total sales of all merchandise, the charged sales being taken from the total of the charge tickets for the month and the cash sales from the "Cash Sales" column in the Cash Book. Returns should be charged at selling price for all merchandise returned by customers, whether for cash or credit. The difference in this account will be the net sales which is transferred to the credit of "Trading Account."

24. *Sales Allowances.*—Charge this account with any allowance given a customer not contemplated when sale was made. Allowances should not be charged to "Sales," but closed at the end of the period into "Trading Account."

25. *Merchandise Purchases.*—Charge this account with the face of the invoices of merchandise before deducting cash discounts. The account is also charged with freight, expressage and drayage on merchandise purchased. Credit the

account with any returns of merchandise made to manufacturer or wholesaler and with any allowances for defects in goods received from manufacturer or wholesaler. The balance of the account is transferred to the debit of "Trading Account."

26. *Salaries and Wages of Buying Force.*—Charge this account with part of salary of proprietor, active partner, and manager or buyer and the wages of office force proportionate to the time given to buying. If, for example, the proprietor estimates altogether that he gave one-fourth of his time to buying and three-fourths to selling, then one-fourth should be charged to this account and three-fourths to "Salaries and Wages of Sales Force." Similarly, the estimated number of hours a week given by any member or members of the office force to buying should be charged to this account.

27. *Miscellaneous Buying Expense.*—Charge this account with the traveling expense of buying trips and other expense incurred in buying (not covered by account 26).

28. *Salaries and Wages of Sales Force.*—Charge this account with wages and other remunerations of sales persons, orders taken, and all others engaged in selling, both as regular and extra force; also with the part of the salary of the proprietor, active partners or manager, and of the wages of the office force proportionate to the time given to selling.

29. *Advertising.*—Charge this account with all expenditures for advertising purposes, such as space in newspapers and periodicals, space on street cars and billboards, circulars and postage thereon, advertising novelties, trading stamps, charitable donations, window display, electric signs, etc.

30. *Miscellaneous Selling Expense.*—Charge this account with the cost of wrapping paper, cartons, twine, salesmen's order books, and all other items of direct selling expense not covered by "Salaries and Wages of Sales Force" and "Advertising."

31. *Salaries and Wages of Delivery Force.*—Charge this account with regular and part time of employees engaged in delivering and with the part of the wages of other employees, whether

*We wish to acknowledge with appreciation the valuable assistance given us by the Bureau of Business Research of Harvard University in connection with the classification and definition of expense accounts.



McCORMICK & CO., INC.

BALTIMORE, MD.

Bee Brand Spices and Extracts, Banquet Tea



H. F. HEACOCK, 51 N. Second St., Philadelphia, Pa.
Makers of Fine Tea and Coffee Canisters

The style shown here holds 50 lbs. of Coffee. We sell these in lots of 1 to 50. Send for quotations.

GROCERS' AND BUTCHERS' FITTINGS of All Styles

Write for Illustrated Catalogue

The Reputation and Standing of Walter Baker & Co.'s Cocoa and Chocolate Preparations



Registered,
U. S. Pat. Off.

Have been built up by years of fair dealing, of honest manufacturing, an unwavering policy of maintaining the high quality of the goods and by extensive and persistent advertising.

This means for the grocer a steady and increasing demand from satisfied customers, in the long run by far the most profitable trade.

The genuine Baker's Cocoa and Baker's Chocolate have this trade-mark on the package and are made only by

WALTER BAKER & CO. Ltd.
Established 1780 Dorchester, Mass.

IMPORTANT!

Jobbers, Retailers and Consumers

We call attention to the ruling of U. S. Bureau of Chemistry, that "CHEMICALLY REFINED OLIVE OIL IS AN INFERIOR OIL AND MUST NOT BE LABELED NOR SOLD AS 'EXTRA,' 'SUPERFINE,' OR EVEN AS 'GOOD.'"

Even some of the largest importers are not aware that foreign packers are palming off on them third or fourth pressing oils, or oils pressed from bad, rotten or wormy olives, made colorless and tasteless by chemical treatment.

Knowingly and unknowingly, importers, jobbers and retailers are selling this chemically refined olive oil, either by itself or mixed in various proportions with natural olive oil, as fresh "extra," "superfine," "fine," "select," etc.

We reproduce our **SWORN STATEMENT** made to the Bureau of Chemistry:

Baltimore, U. S. A., May 2, 1916.

The Bureau of Chemistry,
U. S. Department of Agriculture,
Washington, D. C.

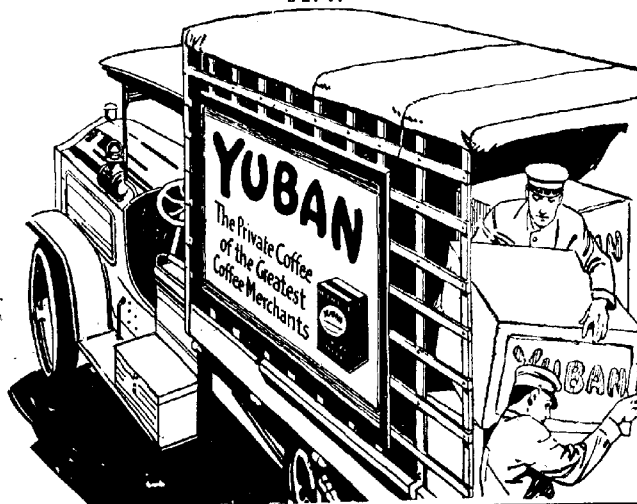
Gentlemen - We guarantee the following:

1. That POMPEIAN OLIVE OIL is the first pressing of whole olives only.
2. That POMPEIAN OLIVE OIL is not in any way treated with chemicals, and does not contain any refined olive oil whatsoever.
3. That the fine flavor, the body and color, are natural; that no artificial methods of any kind are used to improve the flavor, body or color.
4. That only choice quality olive oil, purchased by our buyers abroad, direct from the producers, is packed under the POMPEIAN label.
5. That POMPEIAN OLIVE OIL is stored under vacuum, in sanitary, glass-lined storage tanks, where a uniform cool temperature is always maintained.
6. That POMPEIAN OLIVE OIL is packed in sanitary tins, in a sanitary plant, equipped with sanitary glass filling machines.
7. That our distributors are being continually cautioned to maintain our "ALWAYS FRESH" policy, and we endeavor to regulate shipments to jobbers so that they turn over their stocks at least once every sixty days.
8. That the rights of the consumer are protected from the moment the olives are pressed, until the olive oil from the POMPEIAN tin reaches the consumer.

THE POMPEIAN COMPANY

BALTIMORE, U. S. A.

Over 8000 grocers in Greater New York alone
supply Yuban regularly to their trade. Do you?
ARBUCKLE BROTHERS YUBAN NEW YORK CITY
COFFEE
DEPT.



When Writing Advertisers, Kindly Mention THE TEA AND COFFEE TRADE JOURNAL

on sales force or office force, proportionate to the time given to delivery work.

32. *Miscellaneous Delivery Expense.*—Charge this account with all stable and garage expense, including all repairs, taxes, licenses, upkeep, and with the depreciation charged on the delivery equipment; also charge this account with payments for express, parcel post and contract delivery service.

33. *Management and Office Salaries.*—Charge this account with the salaries of the manager, bookkeepers, office clerks, stenographers, and of other general office help not otherwise charged.

34. *Office Supplies and Expense.*—Charge this account with purchases of stationery of all sorts, account books and forms (except selling and stock forms), typewriter supplies, printing and postage (except advertising), and depreciation on office equipment.

35. *Insurance on Stock and Store Equipment.*—Charge this account with all expense of insurance, fire, burglary, fidelity, plate glass, employers' liability and other. This account is not to be charged with insurance on store or business property.

36. *Taxes on Stock and Store Equipment.*—Charge this account with taxes on all stock and store equipment. As taxes are not payable in advance, the amount charged this account must be credited to "Accrued Taxes."

37. *Losses from Bad Debts.*—Charge this account with the amount that has been reserved for bad debts (4).

38. *Miscellaneous General Expense.*—Charge this account with heat, light, repairs, depreciation on store equipment, and with any items that can not be charged directly to any of the above particular accounts.

39. *Rent.*—Charge this account with all rents paid. If the store is owned, rent should be charged equivalent to the amount it could be rented for to others, crediting "Income from Other Sources"; in the latter event, "Income from Other Sources" should be charged with the taxes, insurance, repairs and depreciation on the store.

40. *Trading Account.*—This account shows the inventory of merchandise at opening and is not touched again until the books are closed. It is then charged with Merchandise Purchases (25) and Sales Allowances (24), and credited with

Sales (23). The inventory at closing is then credited and the balance will show the gross profit on trading. The gross profit is transferred to the credit of the "Profit and Loss Account." The inventory is then brought down as a new balance.

41. *Profit and Loss Account (from Trading Operations).*—Charge this account with the balances of all the expense accounts, and credit it with the gross profit from trading; the difference will be the net profit or loss, which is closed into the proprietor's account; if a partnership, to the partners' accounts, according to their several interests, and, if a corporation, to the surplus account.

42. *Interest.*—Charge this account with all interest paid and credit it with all interest received and close into "Profit and Loss Account."

43. *Cash Discount on Merchandise Purchases.* Credit this account with all cash discount taken on purchases of merchandise. The account is closed into Profit and Loss. A record of such discounts available but not taken—cash discounts lost—will be found of use.

44. *Rent Income (Net).*—If the store is owned, the rent which has been charged to account 39 should be credited to this account, and it should be charged with insurance, taxes, depreciation and repairs on store. The account is closed into "Profit and Loss."

45. *Miscellaneous Outside Income.*—Credit this account with incidental receipts, such as toll from telephone pay stations in store, etc.

A BUTTER AND EGG WINDOW

In these days, when eggs are soaring skyward, the housewife wants value received and the grocer who stands behind his hen fruit with a guarantee is likely to do a large business. One of the Van Dyke stores, New York, shows a window full of eggs of assorted sizes and colors in the midst of which is a sign: "Five cents for every imperfect egg returned." They likewise call attention to the purity of their butter by showing a framed picture of a brook, beneath which is printed: "You can picture the brook and the pasture green when you taste our butter."

SAUER'S
FLAVORING EXTRACTS

Largest Selling Brand IN THE U. S.

Awarded
Highest and Only Grand Prix at the
Panama-Pacific Exposition, also
15 other highest awards for
Purity, Strength and Fine Flavor
Prices 10c., 25c., 35c., 50c., \$1.00
C. F. SAUER CO., Richmond, Va.

RYZON dealers are selling RYZON

They are also introducing the RYZON Baking Book, the first accurate baking manual ever published.

In thousands of homes, RYZON, the Perfect Baking Powder, and the RYZON Baking Book have meant successful baking at last. Uniformly good results are now obtained.

Hence an increased interest in home baking, and encouragement to "try out" the new RYZON recipes.

A little increased sales effort on your part; a little co-operation with this advertising campaign; and you will quickly find increased business, not only on baking powder, but also on flour, eggs, butter, flavoring extracts and many other groceries called for in the RYZON recipes.

GENERAL CHEMICAL CO.
FOOD DEPARTMENT
NEW YORK



**Here is a
Profitable Adver-
tisement which costs
you nothing**

The Sherer Clean Food Counter

saves what you pay for it in saving goods.

It is a real salesman—without a salesman's salary—so it saves what you pay for it again.

But, in addition, it displays and advertises your goods—and you. This costs you nothing—this advertising is a "by-product" of the *Sherer Counter*.

So why not advertise—when it's such good advertising—and costs you nothing.

Get our booklet 10—it tells!

SHERER-GILLETT CO.
1707 S. Clark St. Chicago, Ill.



Patented

When Writing Advertisers, Kindly Mention THE TEA AND COFFEE TRADE JOURNAL

PRICES CURRENT

Wholesale and Retail

as of November 29, 1916

Prices to Wholesalers

GREEN COFFEE		
(250 Bags or Over)		
Brazil Grades.	Line or Grade Price.	Cup Selected Price.
Santos 7s.....	9½	9½
" 6s.....	9½	9½
" 5s.....	10	10½
" 4s.....	10½	10½
" 3s.....	10½	10½
" 2s.....	10½	10½
Rio 7s.....	9½	
" 6s.....	9½	
" 5s.....	9½	
" 4s.....	10	(No Rio Cup
" 3s.....	10½	Selections)
" 2s.....	10½	

GREEN COFFEE, MIDD GRADES—LINE OR GRADE PRICES—

(250 Bags or Over)

Maracaibo—		Central America—	
Truxillos.....	10½@11	Costa Rica—	
Bocono.....	11 @11½	Common.....	9½@10
Tovar.....	11 @11½	Fair to good.....	10 @12
Merida.....	11 @12	Prime to choice.....	13 @15½
do washed.....	11½@12½	San Salvador.....	10½@11½
		do washed.....	12 @13
Cucuta—		Nicaragua.....	10½@11½
Ordinary.....	11 @11½	do washed.....	12 @13
Fair to good.....	11½@11½	Guatemala Coban	
Prime to choice.....	12½@13½	Common.....	10 @11
do washed.....	12½@14½	Fair to good.....	12 @13
		Prime to choice.....	14 @15
La Guayra—		do unwashed.....	10½@11½
Caracas.....	10½@10½	Puerto Rico—	
do washed.....	12 @13½	Unwashed.....	10½@11½
Porto Cabello.....	10 @10½	Washed.....	12 @13
do washed.....	11½@12½	Hayti—	
		Unwashed.....	10 @11
Colombian—		Washed.....	11½@13
Ocana.....	10½@11½	Jamaica—	
Bucaramanga.....	12 @12½	Ordinary.....	10 @11
do washed.....	11½@13	Good ordinary.....	10½@10½
Tolima.....	12½@13½	Washed.....	11½@12
Bogotas Washed.....	10½@13½	East India—	
Medelin.....	13½@14½	Padang Int.....	25 @26
Manisales.....	12½@13½	Coruche.....	24 @26
Cauca.....	11½@12½	Kroe.....	23½@26
		Timor.....	22½@23
Mexican—		Private Estate.....	25½@26½
Cordoba.....	10½@11	Fancies.....	26 @28
do washed.....	11½@13	Abyssinian.....	18½@19
Costepec.....	11 @11½	Mocha.....	19½@20
Ido washed.....	12 @14½	Liberian.....	Small.....
Oaxaca.....	11 @11½	Straita.....	@..
do washed.....	11½@13½	Surinam.....	16½@17
		Pamanokin.....	@..

† Nominal because of small arrivals.

‡ Common to fancy.

TEAS.

CHINA AND JAPAN—LINE PRICES.
(75 or More Packages of One Number)

Fochow—		Formosa—	
Common.....	16 @16½	Fancy.....	74 @1.20
Fair.....	17½@18½		
Good.....	18½@20		
Superior.....	20 @20½		
Fine.....	20½@21		
Formosa—			
Fair.....	16½@17		
Good.....	18 @18½		
Superior.....	20 @22½		
Fine.....	22 @25		
Finest.....	29 @34		
Choice.....	34 @39		
Chesnut.....	40 @44		

COUNTRY GREEN

Gunpowder.....	40 @50
First.....	30 @35
Seconds.....	26 @28
Imperial—	
First.....	32 @36
Seconds.....	24 @27
Third.....	17 @19
Young Hyson—	
Extra.....	35 @45

Young Hyson—Cont.

First.....	32 @37
Seconds.....	25 @26
Thirds.....	20 @21
Hyson—	
Seconds.....	18 @18
Thirds.....	18 @

GUNPOWDER

Extra Firsts.....	33 @38
Firsts.....	24 @26
Seconds.....	20 @21
Thirds.....	16 @16½

INDIA AND CEYLON—LINE PRICES.

Pekoe Souchong.....	23 @24
Pekoe.....	25 @26
Orange Pekoe.....	28 @30
Ceylon—	
Pekoe Souchong.....	23 @24
Pekoe.....	25 @26

Imperial—

Firsts.....	24 @25
Seconds.....	22 @23
Thirds.....	19 @20
Japan—	
Basket fired.....	20 @40
Pan fired.....	16 @35
Congou—	
Common.....	18 @18½
Good.....	19 @20
Superior.....	27 @28
Fine to finest.....	35 @37
Choice to choicest.....	45 @60

CEYLON—LINE PRICES.

Ceylon—Cont.	
Orange Pekoe.....	28 @30
B. O. Pekoe.....	28 @40
Darjeeling.....	
Fancy Orange.....	50 @1.00

SPICES—FIRST HAND PRICES.

Pepper—		Cassia—	
Singapore.....	10½@20	Salgia, rolls.....	39 @42
Acheen A.....	19 @19½	China, rolls.....	11½@11½
Acheen B.....	@	do seal, bk.....	9½@10½
Acheen C.....	@	Kwangs.....	12½@12½
Lampung.....	19½@19½	Batavia, Ext.....	18½@19
White—		do short stick.....	15½@16
Singapore.....	23½@24	Cinnamon—	
Penang.....	@	Ceylon.....	@
Siara.....	23½@24	Ginger—	
Heavy—		Alleppey.....	21 @21½
Tellicherry.....	21 @21½	Cochin—ABC.....	10 @10½
Cloves—		do D.....	10 @10½
Zanzibar.....	17½@17½	Lemon.....	10½@11
Amboyina.....	24½@25	African.....	9½@9½
Penang.....	30 @31	Jamaica, g.g.....	16½@17
Pimento.....	5½@5½	Nutmegs—	
Red Peppers—		75s to 80s.....	25 @26
Mombassa.....	29 @30	106s to 110s.....	23 @23½
Japan.....	16½@17	Mace.....	48 @57

CHICORY—FIRST HAND PRICES.

Domestic, granulated, coarse or medium, in bags.....	10 @
In barrels.....	10½@
Best English, in barrels.....	@
Domestic yellow roll.....	6 @

COCOA—FIRST-HAND PRICES.

Accra.....	11½@12½	Grenada.....	14 @15
African.....	13 @13½	Hayti.....	11½@11½
Bahia.....	11½@13½	Jamaica.....	11½@13
Caracas.....	15½@16½	Maracaibo.....	17½@18
Guayaquil—		Para.....	14 @14½
Arriba.....	13½@14	Sanchez.....	11½@11½
Machala.....	12½@12½	St. Vincent.....	@
Caragues.....	12½@13½	Savannilla.....	@
Cuban.....	12 @13½	Surinam.....	14 @14½
Dominica.....	14½@14½	Trinidad.....	@

Prices to Retailers

		COFFEE			
		(BAG LOTS—150 POUNDS.)			
Kind of Coffee.	Green		Roasted.		
	From	To	From	To	
Santos.....	10½	15½	13½	19	
" Peaberry.....	12½	14	15½	17½	
Rio.....	10½	13	12½	16	
Maracaibo.....	13½	18	16	22	
Caracas.....	14	17	16½	21	
Bucaramanga.....	15	19	18½	23½	
Bogotas.....	14½	19	18	23½	
Mexican.....	13½	17	16½	21	
Costa Rica.....	13	17½	16	21½	
Guatemala.....	12	13½	15	18½	
Jamaica.....	27½	33	33½	40½	
Padang.....	20	25	24½	30½	
Mocha.....	19	23	23½	28	
Abysinnian.....	29	33	35	40	
Java.....	15	18½	18½	23½	
Porto Rico.....					

TEAS.

(SINGLE PACKAGE LOTS.)

	From	To
Formosa.....	21	45
Fochow.....	20	41
Congou.....	21	40
Japan P. F.....	22	45
" B. F.....	25	45
India.....	29	40
Ceylon.....	30	50
Gunpowder.....	22	40
Young Hyson.....	26	43

Coffee Sermonettes

Being a series of Sales Talks, Pointing the Way to Increased Coffee Business.

No. 8—The Grocer's Coffee Business

¶ "Can the grocer recover his lost coffee business?"

¶ "It is within the power of every retail grocer to distribute the greater percentage of the coffee consumed in his territory. Much of it he can have immediately if he will intelligently cater to the requirements of his community.

¶ "He must deliver fresh goods—this is essential. He must deliver the best at the price that money will buy. He must not expect abnormal profits on coffee to carry less profitable lines. He must organize clerks to be salesmen and not merely order clerks. He must sell coffee, fresh coffee—coffee worth every cent he asks for it."

¶ The foregoing is an excerpt from a committee report read at a recent convention of the National Coffee Roasters' Association. This committee was appointed some months ago to devise ways and means to help the grocer with his coffee business. It is the kind of coffee gospel we have been preaching to grocers for years.

¶ The grocer will get and keep his share of the coffee business when he lives up to these coffee precepts:—always fresh coffee, one coffee line and few brands, energetic sales effort, no exorbitant profits, and the best value for the price.

¶ Let the above be the rule of conduct in your coffee department, and you must build successfully.

Let us help you solve your coffee problems. Write for detailed information concerning coffee sales plans and quality goods.

The
William B. Harris Co.
Cup Quality Experts
Teas, Coffees, Spices
65 Front Street New York
(Copyright)

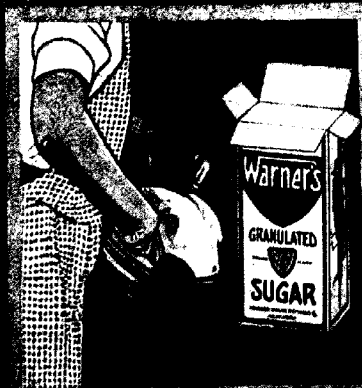
Warner's EXTRA FINE GRANULATED SUGAR

Satisfactory sugar makes and keeps satisfied customers. That means sugar perfect in sweetening power, even in texture, of sparkling pure white crystals, and free from dirt.

That means sugar from the Warner Refinery, because only pure cane is used and our modern refinery insures a perfect product, refined and packed under conditions of absolute cleanliness and up-to-the-minute efficiency.

This applies with equal force to all kinds of Warner Sugar—extra granulated in convenient, attractive 2 lb. and 5 lb. cartons, dainty cubes for coffee and tea or any of our 27 kinds in bags, barrels or boxes.

WARNER SUGAR REFINING CO.
79 Wall Street, New York



Help Wanted

WANTED—An experienced clerk, young man preferred, and one having experience in the tea and coffee business. Good position and advancement for right man. Address, Box 880, care of **THE TEA AND COFFEE TRADE JOURNAL**.

WANTED—Traveling salesmen handling roasted coffees, to sell green coffees as side line for New Orleans importer. Can handle small or large shipments, brokerage and overages. Address Box 377, care of **THE TEA AND COFFEE TRADE JOURNAL**.

Miscellaneous

FOR SALE—Tea, Coffee, Butter and Egg Store in good location. New fixtures, machine for roasting in front window. Sell 800 pounds peanuts a week; we roast coffee and peanuts daily; reason for selling is that we have too much other business. Will invoice stock and fixtures. Address, Box 381, care of **THE TEA AND COFFEE TRADE JOURNAL**.

FOR SALE—A third of a bag forty-pound Monitor coffee roaster with two-H. P., 60-cycle, single-phase Century motor. All in first-class condition. Address, H. J. Gordon, Bridgeport, Ill.

SWORN STATEMENT OF OWNERSHIP

Information furnished the U. S. Postoffice on October 1, 1916, in conformity with the U. S. Postal Laws and Regulations:

STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACT OF CONGRESS OF AUG. 24, 1912,

of **THE TEA AND COFFEE TRADE JOURNAL**, published monthly at New York, N. Y., for October 1, 1916.

State of New York, County of New York, ss.:
Before me, a Notary Public, in and for the State and county aforesaid, personally appeared H. DeG. Ukers, who, having been duly sworn according to law, deposes

and says that she is the Business Manager of **THE TEA AND COFFEE TRADE JOURNAL**, and that the following is, to the best of her knowledge and belief, a true statement of the ownership, management, etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in Section 448, Postal Laws and Regulations, to wit:

1. That the names and addresses of the publisher, editor, managing editor, and business managers are:

Publisher, The Tea and Coffee Trade Journal Co.; post-office address, 79 Wall street, New York.

Editor, William H. Ukers; postoffice address, 79 Wall street, New York.

Managing Editor, William H. Ukers; postoffice address, 79 Wall street, New York.

Business Managers, H. DeG. Ukers and William H. Ukers; postoffice address, 79 Wall street, New York.

2. That the owners are: The Tea and Coffee Trade Journal Co., 79 Wall street, New York; William H. Ukers, 79 Wall street, New York; H. DeG. Ukers, 79 Wall street, New York.

3. That the known bondholders, mortgages, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are: None.

4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company, but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by her.

H. DeG. UKERS, Business Manager.
Sworn to and subscribed before me this 7th day of September, 1916.

(My commission expires March 20, 1917.)

\$ \$ \$

FOR THE WAGON and STORE TEA and COFFEE MAN

Your customers all use Toilet Preparations, Flavoring Extracts, Etc.—they buy from the corner druggist and groceryman. You have your trades confidence and entre to the homes—get this business. A sale under your label backed up by convincing quality means repeat sales.

G. H. LOWELL CO., Inc.
MANUFACTURERS

FLAVORING EXTRACTS, TOILET
REQUISITES ETC.

UNDER BUYERS LABEL

64 Reade Street New York
READE DEPT.

REPEAT ORDERS

That's What Counts

Regular orders in steadily increasing quantities is pretty good endorsement of our product

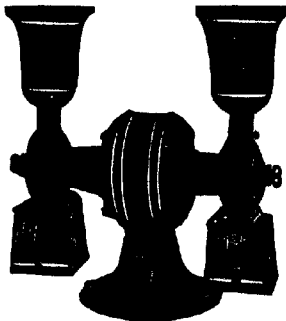


If you send us a trial order
you can prove this.

LAPPIN TEA COMPANY
190 Duane Street NEW YORK

Grinds Coffee as Your Customers Want It

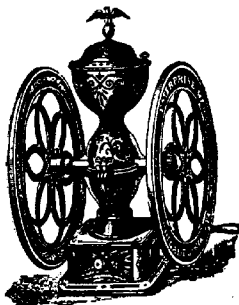
Please your women customers and you'll be successful. If a woman wants pulverized coffee, she doesn't want it in various sizes and shapes. Some folks are mighty particular about their coffee. You'll have no cause for complaint if you use the



No. 0082 1/4. Grinding and Pulverizing Mill.
Fitted with 1/4 and 1/2 h.p. For direct or alternating current. Grinders connected direct with shaft of motor thus eliminating gears.

"ENTERPRISE" Hand and Power Coffee Mills

They grind every particle a uniform size. Grinders are made of specially hardened metal. May be adjusted to wide variety of grinds. All parts standardized—which means quick duplication if necessary. You can remove interior parts, clean and replace in few minutes. Scientific construction throughout.



No. 9. Grinding and Pulverizing Mill.
Seventy-five turns by hand will grind a pound of coffee as fine as required.
Height, 24 inches. Weight, 107 lbs.

"Enterprise" Mills are handsome in design and finish—a decorative as well as useful addition to the appearance of any store.

Send for our illustrated catalogues.

THE ENTERPRISE MFG. CO. OF PA.
Patented Specialties

29 Murray Street
New York

PHILADELPHIA, U. S. A.

530 Golden Gate Ave.
San Francisco, Cal.

CONSUMER PREFERENCE FOR PACKET TEAS

That the consumer prefers to buy tea in packet form is becoming clearer each day.

The Supervising Tea Examiner in his recent Annual Report, states that 21% of the imports of tea is received in packages of less than 5 lbs.

In addition to this foreign-packed tea, there must be taken into account the host of tea houses and dealers all the way from importers to retailers that transfer tea from bulk into small packets of all sorts. A comprehensive study of the field convinces us that about 60% of the total imports, or three out of every five pounds, is sold in packets.

The consumer prefers to receive tea in this manner, not only because it is more sanitary and convenient, but also because the tea can be identified by trade mark or name when wanted again.

How important then is the matter of handling packet teas that are uniform in quality and have the appeal of fine flavor—teas that are Vacuum Cleaned and packed scientifically by expert methods?

All consumer requirements are covered in PEEK'S packet teas, and we have not overlooked adequate profits for you, Mr. Dealer.

WRITE TO-DAY

PEEK BROS. & WINCH (America)

*Importers and Packers of PEEK'S PERFECT
TEA, also "Sunkip," "Icicle," "Golf" and
"Magnum" Brands.*

Salesroom: 106 Wall St., New York

Main Offices,

Warehouses and Packing Plant:

Bush Terminal, Brooklyn, N. Y.

"Where the tea steamers dock."



**The Tea That Repeats—12
Blends—One Price.**



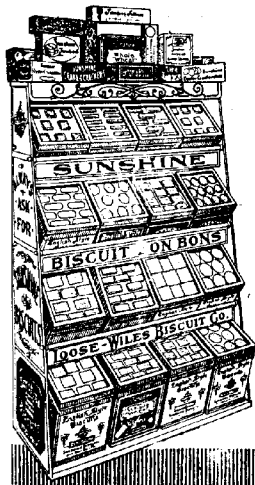
"Why Should I Handle Your Line?"

That's the question you naturally ask yourself when being interviewed by a manufacturer's salesman.

To stock goods that are nothing more than "shelf-warmers" simply means the loss of 6% on good money. Now you, as a shrewd merchant, can easily see the wisdom of pushing a line of goods already favorably known to the consumer.

Sunshine

Biscuits



Sunshine Biscuits have earned their national popularity by the strict adherence to one manufacturing policy—*QUALITY—quality of ingredients, quality in baking and quality in packing.*

"It will pay you to handle Sunshine Biscuits" is a trite expression, but let us prove that the Sunshine Line *does* mean a Quick Turn-over and a Quick Profit. At least investigate our "Definite Selling Plan." It has so many profitable points of interest to you that we can't catalog them here. Write today. Delay only means loss of good profits that rightly belong to you.

LOOSE-WILES BISCUIT COMPANY
Bakers of Sunshine Biscuits

815 Thomson Avenue, L. I. C., New York

FOR MIXING WITH COFFEE**"Hillis Perfect Coffee Specialty"***Is by Far the Best*

A mixture of 20 to 50% or more of the H. P. C. S. with coffee will make a blend that will assure a steady, repeat, satisfactory and profitable business.

Write for samples, or send your order for a trial barrel or bag, to be shipped on approval.

HILLIS CEREAL MFG. CO.

Rodney and Ainslie Sts.

BROOKLYN

NEW YORK

Ukers' Tea and Coffee Buyer's Guide

To first hands in the Tea, Coffee, Spice and Fine Grocery Trades.

Bring a carefully compiled list of the leading supply houses in the United States and Foreign Countries.

This year's Guide contains over 700 classifications, including TEA AND COFFEE DICTIONARIES, carefully selected list of the leading importers and jobbers of teas, coffees, cocoas, and spices, coffee roasters, baking powder manufacturers, chocolate manufacturers, extract makers, wholesale grocers, and TEA, COFFEE, SPICE AND COCOA EXPORTERS in Foreign countries; a complete Premium Buyer's Guide and the source of supplies for everything needed in tea, coffee and spice factories; and in the manufacturing wholesale and retail grocery business.

Price \$1.00 a copy postpaid

Cash Must Accompany Orders

Published by

The Tea and Coffee Trade Journal Co.
79 Wall Street, New York

TEA AND COFFEE POST CARDS

Two Series of Beautiful Three-Color Pictures
Showing

Set No. 1—Tea Culture and Manufacture Around the World.
Set No. 2—Coffee Culture and Preparation Around the World.

Scenes in every tea and coffee country on the globe; many reproduced from original photographs. With descriptive text written by WILLIAM H. UKERS, Editor of THE TEA AND COFFEE TRADE JOURNAL.

25 Colored Cards in Each Set

25 Tea Cards in Set No. 1 25 Coffee Cards in Set No. 2

No printing on the picture side, but ample space reserved for advertising under the descriptive text on the cards and on the boxes. Each set is packed in a neat carton.

AN EDUCATIONAL PREMIUM

These cards can be used as an

Advertising Novelty

or as a PREMIUM with, or without coupons.

Parents and teachers will approve and encourage the children to collect them as they tell the Complete Tea and Coffee Story.

Quantity Price List on Request

NO FREE SAMPLES

Sample Sets, 25 Cents Each

ORDER BY NUMBER

THE AJAX PUBLISHING CO.,**85 Wall St., New York**

When Writing Advertisers, Kindly Mention THE TEA AND COFFEE TRADE JOURNAL

A SURE TRADE GETTER

The Royal Valley Coffee Co.
Detroit, Mich.

**The Brand That Gets Repeat Orders**

ALEX SHEPPARD & SONS, Inc.
PHILADELPHIA

Mello
TRADE MARK

Always



Best Coffee

H. H. HIXSON & CO., Chicago, Ill.



EVERYBODY LIKES SUMORE



EVERYBODY WANTS SUMORE

Talks with Grocers On Package Coffees

No. 11—The Importance of Proper Grinding

¶ If your customer buys her package coffee in the bean and asks you to grind it, have a care! Remember that the grind, to a large extent, governs the strength of the brew.

¶ Too coarse a grind means weak coffee; while too fine may result in a muddy drink. This applies particularly to coffee made in the old fashioned way.

¶ Standardize your grinding. Have specimens of the different granulations near your mill. When your customer asks for the same grind as last time, see that she gets it.

¶ Do not forget that each brewing method demands a different granulation; very fine for the drip pot; medium fine for the percolator and medium for the ordinary coffee pot. Find out how your customer makes her coffee and then be governed by these general grinding rules. It will pay you.

This is the advertisement of the coffee packers whose trade-marked brands are illustrated on this page. These brands are all established successes and they'll help you build a permanent coffee trade.

'Tis Time to Begin with Colonial Inn



DENISON & CO.,
Importers and Roasters
Chicago



Write for Premium Catalogue



Eureka Coffee Co., Buffalo, N. Y.



EDW. D. DEFEW & CO.
NEW YORK CITY



THE TEMPLE GARDEN CO.,
NEW YORK—U. S. A.—BOSTON

**Old
Master
Coffee**

"The Auto-
crat of the
Breakfast
Table."

Goes Farthest, Tastes Best,
Cheapest in the End.

THE BOUR CO.
Toledo and Kansas City



See half page ad in this issue
for special agency proposition.

When Writing Advertisers, Kindly Mention THE TEA AND COFFEE TRADE JOURNAL

What Has An Elephant Got To Do With Selling Tea and Coffee?

An elephant might be used as a trade mark for a soap, a corset, a gimlet, or a coffee. A trade mark does not necessarily have to be a picture of the article it represents. The idea of a trade mark is to make an impression on the mind that will be lasting. When you see this elephant it is the trade mark of THE ADVERTISING NEWS, the weekly advertising paper and the Tea and Coffee Dealers' and Grocers' text-book on advertising just as it is the text-book on advertising for all other lines of trade. The ADVERTISING NEWS will help any grocer or tea and coffee man to increase his business and his profits because it will place before him concrete illustrations of business building on safe, conservative and certain lines.

This Should Interest Every Tea and Coffee Concern

We are preparing the most comprehensive advertising plans that have ever been put before the Tea and Coffee Trade. We are gathering, sorting, compiling and arranging complete advertising and selling specifications so that the smallest Tea and Coffee Dealer or Grocer as well as the large ones can see at a glance how he may commence advertising in a modest way at first and keep growing until he develops into large proportions.

These advertising plans not only include the writing, placing and handling of advertising in newspapers, magazines or trade papers, but they show minutely and specifically just how to best utilize form letters, show cards, window displays and every other form of publicity for the Tea and Coffee and Grocery trade. No one should neglect to provide himself with the data now offered in this series of articles, which will appear in the weekly ADVERTISING NEWS. For he can quickly learn how to increase his business and his profits.

The Advertising News Co.

117 East 24th St.,
New York, N. Y.

Please enroll me as a subscriber to the ADVERTISING NEWS for one year, for which I enclose the subscription price of \$3.00.

Name.....

Address.....

He Can Learn This—

- How to popularize a Trade Mark.
- How to run Special Sales.
- How to move Old Stock.
- How to train the Salesman.
- How to compete with the Mail Order Houses.
- How to create trade from surrounding territory.
- How to trace Advertising Returns.
- How to best get results on an expenditure of \$10.00 a week—on \$100.00 a week—on \$1,000.00 a week.
- How to get new trade on a new brand of goods.
- How to increase the sale of Staple Goods.
- How to make the local Newspaper a profitable Salesman.
- How the Trade Paper can be used to increase business.
- How circulars and mailing cards should be written.
- How to place and check advertising.
- What to put in the delivery basket.

AND ONE THOUSAND OTHER THINGS.

Advertising to-day is a profession, some say a business that is in a class all by itself and requires study, experience, training and a natural gift in order to be applied at its maximum worth. Any one is short sighted who juggles with his business and his capital in an advertising effort without first taking every step possible to equip his mind with the proper understanding of the subject.

Here now at an expense of \$3.00 a year—less than 6c. a week is placed in the hands of all Tea and Coffee people—whether trained or untrained in advertising, the most thorough, complete and valuable Tea and Coffee advertising plans that have ever been offered to the trade. Will you avail yourself of them by sending the subscription on the coupon below at once?

The ADVERTISING NEWS is unlike any other advertising paper printed. Its editor is George French, one of the best known writers on advertising in this country. The Advertising Department is in charge of William C. Freeman, known from one end of the land to the other for his constructive work in the advertising field. Mr. Freeman has probably helped to develop more concerns through advertising than any other man, and many of these successful concerns are in the food field. He will tell you just how it did it.

We want to add as many new subscribers to our mailing list from the Tea and Coffee and Grocery Trade at once as is possible, and in addition to those who subscribe we would like to hear from any one who thinks he can offer any new suggestion or add anything of value to our collection of matter on the subject of Tea and Coffee and Grocery publicity.



Advertising News Co.
INCORPORATED

117 East 24th Street,
New York, N. Y.

When Writing Advertisers, Kindly Mention THE TEA AND COFFEE TRADE JOURNAL



Only Coffee in the United States, Roasted, Ground and Packed on plantation in native country.

THE COFFEE that received the FIRST GRAND PRIZE at the International Exhibition of San Francisco, Cal., was the GUATEMALA COFFEE.

Guaranteed under the Pure Food and Drug Act

FRANKLIN "SUGAR TALKS" TO GROCERS



"Drive Thy Business, Let Not It Drive Thee"

Said the wise old philosopher, Benjamin Franklin. He became famous as a man of large accomplishments because he did not let little things take his time and attention away from important matters. If Franklin were here to-day he would tell you that it is foolish to go to the trouble of filling and tying bags of sugar when you can get it in neat FRANKLIN cartons and cotton bags, all ready to sell—nothing to do but hand it to the customer, and take the money. No work, no trouble, no risk of loss by overweight.

**FRANKLIN PACKAGE SUGAR IS GUARANTEED
FULL WEIGHT, AND MADE FROM SUGAR CANE**

Original containers hold 24, 48, 60 and 120 lbs.

THE FRANKLIN SUGAR REFINING CO., Philadelphia



"The Ferris Monthly Chat"

With 30,000 Grocers
on the Atlantic Slope

F. A. Ferris & Company,

262, 264, 266, 268, 270 & 272, Mott Street,

New York,

About "Melon-Cutting" Etc.

Every Progressive Merchant Recognizes Changes in METHODS : GOODS : ADVERTISING : ARGUMENTS

The writer's Breakfast Table has been supplied for the last two months almost daily with charming melons of the varieties known as Mountain Dew, Santa Claus and Casaba. During all that time not one unsatisfactory melon has been served. How came this about?

A Progressive Firm of Fruiters, whose Store display is a picture and a dream, attracting every eye, and winning old and new customers from the passers-by, has made a Specialty of these Breakfast Melons. One of the partners is a connoisseur; every melon going out to his trade passes through his hands. He sends nothing that will not give satisfaction. If Melons are "Punky" or "Over-ripe," into the waste barrel they go. "How long can you keep up this supply?" said the Housekeeper to him. "Oh, for some weeks yet," he replied. "We have selected stock in Cold Storage that will last our friends until Christmas." Was that enterprising, self-respecting, true merchandising?

A lady friend from Connecticut, visiting us last week, exclaimed with pleasure over the "Mountain Dew" that was served that morning. She said: "Why, where do you get these?"

one of our Markets offer anything like this now." Yet she was in a Town of 8,000 or 10,000 inhabitants, a large proportion of whom would cheerfully have paid for these delicacies. Were the Grocers and Market men **dead slow**? Why did not one of them make a lead on Mountain Dews, Casabas and Santa Claus Melons and let everybody know what he could give them? Would not the tide of trade come straight to his store? Is not that **good merchandising, enterprising and winsome**? The fact is, every Merchant who would succeed now cannot follow the lead of the Price-cutting Swash-bucklers. He would better close up today and save all he can out of the wreck. But Fine Food Qualities, takingly displayed and persistently talked up, with his trade, will give him the lead still.

A Firm of Good Merchants said to us: "We had to give up Hams and Bacon three or four years ago. There was nothing in it, so we pulled out." But suppose the House should take up now "The Winter Melon Trump Card," tying to the Ferris Famous Hams and Boneless Breakfast Bacon, **TALKING THEM, pushing them, AND FINDING THEM A NEW ATTRACTION** against the world of cheap, cut-priced Meats, which average just that Quality also. There are still hundreds of good Housewives who will pay the price for an unusually good thing and say "Thank you, Mam," besides. It takes **the Melon kind of a Merchant**, however, to do it, but there are hundreds of that class when once they stop to think, and then **ACT!**

One of our Representatives sends this report: "Mr. L. was out of Town. His End Man told me that our goods were everything I had told him. He said a Customer of theirs came in one day and seeing a Ferris Ham hanging said he thought no one in K—— sold them so he had been sending to New York for them. The End Man asked his opinion of the cure and he said he had not come across a Ham yet that could touch it in quality or flavor."

One of our Department Store Restaurants buys the best for its daily patrons. That means "The Ferris Hams and Bacon." Our Representative was taking his Lunch there the other noon and a gentleman and lady were sitting at the next table. The gentleman called the Manager and asked whose Bacon he was serving there. The Manager looked at our Representative with a smile and told them it was "The Ferris Bacon." After the people left he came over and wanted to know what our Representative had paid them **to come and do that trick.**

FROM A LEADING SOUTHERN MERCHANT!

"Ship me a Barrel. They are repeating on Ferris Hams."

FROM A BRISK NEW ENGLAND STORE!

"Mr. ———, head of the concern, received me courteously; I very seldom see him as he is an exceedingly busy man. They are our old loyal customers, handling a case of Bacon every week. He gave me his Order this time for the Bacon, then he said, "By the way, Mr. Reilly, I want a Ham." "One Ham?" I asked? He said, "You know **that's for my own use—THE ONLY HAM I DARE BRING HOME.**"

Will you try the "Melon Act"?



Ferris Company
 Nos. 262-264-266-268-270-272
 Mott Street, New York City

PREMIUMS AND NOVELTIES

NEW PREMIUM SPECIALTIES

Some of the Latest Productions of the Premium Supply Houses

NEW things are being brought forward every day as premiums which are particularly suitable for use in the tea and coffee trade. Under this heading will appear the more notable productions of the month.

LIPPED KETTLE WITH LIFT

The cut illustrated herewith shows a lipped Berlin kettle, with lift for convenience in steadying the dish while pouring liquid from the kettle.



LIPPED KETTLE

The cover is held in position by a special tapered ear, so fastened that it is impossible for the cover to slide forward or leave its seat on the kettle while the kettle is being tilted. With this arrangement the kettle may be turned upside down without danger of the cover falling. The deep lip projects just a trifle from underneath the cover, which allows free pouring and does not detract from the graceful design of the kettle. This item is also made in saucepan style. The manufacturer is the West Bend Aluminum Company, West Bend, Wis.

A NEW COFFEE PERCOLATOR

The accompanying cut shows a new design of Fountain percolator recently put on the market by the West Bend Aluminum Company, West Bend, Wis.

This coffee machine is manufactured in two sizes, 6 and 9-cup. The principles are the same as in the former design—large spreader surface, well balanced and heavy coffee basket, and stiff aluminum stem through the center, securely fitting over the cast aluminum well, which is welded with the pedestal to the heavy gauge body of the percolator. Immediately over this well a positive valve is placed, which is accessible and easily cleaned. The spreader surface over the basket is so corrugated as to allow the hot water to seep through the fine coffee grounds evenly, thus ex-



FOUNTAIN PERCOLATOR

tracting all the good qualities from the coffee without losing the flavor. The spouts, as well as the pedestal, are welded to the heavy gauge body, and the ebony finished handle, mounted on cast aluminum wristlets, is securely fastened to the body of the percolator. Each coffee machine is supplied with a gas flame protector plate. The utensil is said to be meeting with demand in both sizes, and has been pronounced a perfect machine by coffee experts. This company is creating other new and attractive designs suitable for premium purposes.

PREMIUM STILTS

The Hi-Lo Manufacturing Company, Sterling, Ill., manufactures a line of stilts which several

CASH or CREDIT ?

¶ A certain class of customers will buy just as long as you will extend them credit. When forced to pay cash, they will buy elsewhere rather than face you with their account unpaid.

¶ Right now, there are probably on your books the names of many such customers who are getting ready to "turn that trick."

¶ Cut out that "credit" trade. Give your customers a reason for paying cash and you will hold all their trade.

¶ For over 20 years millions of thrifty shoppers have taken their trade to the fair-minded merchants who give *20* Green Stamps as a discount for cash patronage.

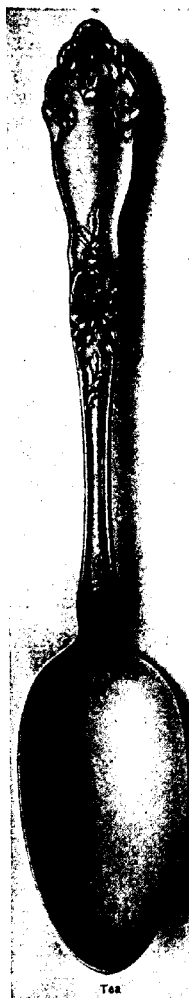
¶ Nowadays, you cannot afford to let any customers get away; certainly not, if they owe you money. Look at your books and see where you stand on this important matter.

The Sperry & Hutchinson Co.
The Hamilton Corporation
Geo. B. Caldwell, Pres.
2 West 45th Street N. Y. City

Increase Your Sales

by the use of dependable Silver Plated Tableware

Cherokee Rose Pattern French Grey Finish



In this pattern is offered a distinctive flower design, graceful outline, rich ornamentation and substantial weight at moderate price. Teaspoons less than eight cents each. The Knives are made of high grade steel plated with pure silver, all other items are nickel silver base, also plated with pure silver. Made complete as per list below:

Tea spoons
Dessert spoons
Table spoons
Soup spoons
Medium forks
Dessert forks
Medium knives
Butter knives
Sugar spoons
Bouillon spoons
A. D. Coffee spoons
Ice tea spoons
Oyster forks
Individual salad forks
Butter spreaders
Cream ladles
Gravy ladles
Berry spoons
Large Cold Meat forks

Combination sets in
Bulk and Fancy lined
Boxes

Net Price List Mailed
on Request.

Information regarding a definite plan by which silverware has been most successfully used in the promotion of Coffee and Tea sales, furnished on request.

Factories
Wallingford, Conn.

BRANCHES

Chicago, 10 So. Wabash
Avenue
Philadelphia, 925 Chest-
nut Street
New York, 411 Fifth Ave.
San Francisco, 85 Post St.
LONDON, ENGLAND

Sample Tea Spoon Mailed
on Receipt of 10 cents.

WALLACE BROS.

DEPARTMENT C

Manufacturers of Silver Plated Table Ware
6 South Wabash Ave., CHICAGO

packers of coffee are using to good advantage as premiums. Among the firms in this field that have used them successfully are The William Edwards Company, Cleveland; Lang & Co., Portland, Ore., and the Farmers Cash Store, Salem, Ore.

Most men can look back to the time when to possess even a crude homemade pair of stilts was their one great ambition. The Hi-Lo stilts are well made, and the height is adjustable. They have a wide appeal among the young folks. They can be tied up to a coffee campaign in such manner as to materially build sales. The Hi-Lo Manufacturing Company is prepared to give concrete suggestions showing how the stilts can be used to advantage.

THE PREMIUM USERS

Business-Getting Schemes Evolved by Live Tea Coffee and Grocery Merchants

HERE are some of the latest ginger ideas followed by tea, coffee and grocery merchants who find that premiums "help sell the goods."

PERCOLATOR WITH BARREL OF COFFEE

The Zinsmeister Coffee & Spice Company, Louisville, Ky., ships an aluminum percolator with each barrel of its "Jubilee" brand of bulk coffee. This announcement is imprinted on the envelopes used by this company, and therefore attracts the grocer's attention as soon as the letter is picked up. The percolator is pictured on a large scale and could not possibly be overlooked.

JAPANESE FRUIT BASKET WITH 35-CENT SALE

The Minnesota Tea Company, 1917 West Superior street, Duluth, Minn., in order to show its appreciation of the patronage of its customers, recently gave to each customer a Japanese fruit basket with every sale reaching 35 cents and including a 25-cent article manufactured by this concern. An imitation cut-glass bon-bon dish was also given with a pound of this company's tea.

COFFEE ROASTER GIVES ADVANCE PREMIUMS

The Norwine Coffee Company, 311 North second street, St. Louis, has adopted the system of the Jewel Tea Company of advancing premiums to consumers instead of making them wait until they have saved up the prescribed number of coupons. Under this premium plan the company sells a coffee which was formerly sold at 26 cents for 22½ cents a pound. The company sends solicitors into a grocers' neighborhood and they secure contracts from consumers for 60, 50, 40, 35, 30, 25 or 20 pounds of coffee at 30 cents or 35 cents a pound. These contracts are then turned over to the grocer, who delivers the premium with the first pound of coffee sold.

The premiums included in the Norwine plan are five different sets of dishes, aluminum ware, carving sets, cutlery and cut glass. The premiums are sold to the grocer at actual cost, freight prepaid, but it is claimed that the reduction in the price of the coffee just meets the added expense of the premium.

COFFEE RETAILER'S PROFIT-SHARING PLAN

Richard F. Graf, retailer of coffee, tea, spices, delicatessen, etc., 17 Journal Square, Hamilton, Ohio, distributes a premium catalogue in connection with profit-sharing coupons valued at 10 cents each when applied on the redemption of premiums. About 150 premiums are illustrated in the catalogue. These include aluminum ware, kitchen cutlery, tool sets, scissors, lamps, razors, shaving stands, watches, rings, silverware of all kinds, baseball goods, lace curtains, food choppers, umbrellas, toilet sets, glass water sets, carving sets, American flag, percolators, berry sets, cameras, rugs, casseroles, punch bowl sets, air rifles, dinner sets, rocking chairs, coaster wagons, leather traveling bags, lavellieres, vacuum sweepers, boy scout outfits and violins.

GROCEER GIVES ALUMINUM WARE

William Leininger, retail grocer, Ishpeming, Mich., gives his customers aluminum ware for premiums. He has a full set of this kitchenware, comprising nearly one hundred different utensils, on display in his store all the time.



An economical, sanitary and handy device for holding an individual cup of tea.
Our booklet showing 200 Unusual Premium numbers on request.

BASS TE-BALL-ET

Heavily Silver Plated, \$2.00 a Doz.

E. & J. BASS, Inc., 610-614 Broadway
NEW YORK

HI-LO ADJUSTABLE STILTS

Are the premium feature that have proved a winner in connection with coffee boosting campaigns.

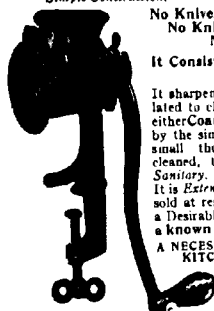
Ask for our plan.

HI-LO MANUFACTURING CO.
Sterling, Ill.

TRADE MARK
Steinfeld
FOOD CHOPPER

Is entirely different from all other Food Cutting machines on the market. It introduces improved features which make it **THE MOST ATTRACTIVE PREMIUM IN EXISTENCE FOR THE HOUSEWIFE**

The most important improvement is its *Simple Construction.*



No Knives to Clean
No Knives to Sharpen
No Knives to Lose
It Consists of Two Simple Parts

It sharpens itself and is regulated to chop all kinds of food either Coarse, Medium or Fine by the simple adjustment of a small thumb-screw. Easily cleaned, therefore *Absolutely Sanitary.*

It is *Extensively Advertised* and sold at restricted prices. It is a Desirable Premium, as it has a known market value.

A NECESSITY FOR MODERN KITCHEN ECONOMY

Let us send you particulars and prices.

STEINFELD BROTHERS, 116-120 West 32nd St. New York

PERFECT PREMIUMS

Extremely Low Prices.

Big Stock. Prompt Deliveries. Write today.
FEENEY MFG. CO., 1387 E. Washington St. MUNCIE, IND.

Protect Your Trade Marks and Your Trade Marks will Protect You.

For all information and services relating to Trade Marks, Write
TRADE MARK TITLE CO.
Ft. Wayne, Ind.

Do Business by Mail

It's profitable, with accurate lists of prospects. Our catalogue contains vital information on Mail Advertising. Also prices and quantity on 6,000 national mailing lists, 99% guaranteed. Such as:
War Material Mfrs. Wealthy Men
Cheese Box Mfrs. Farmers
Tin Can Mfrs. Axle Grease Mfrs.
Druggists Railroad Employees
Auto Owners Contractors, Etc., Etc.
Write for this valuable reference book; also prices and samples of fac-simile letters.
Have us write or revise your Sales Letters.

Ross-Gould, 1049-R Olive Street, St. Louis

Ross-Gould
Mailing Lists St. Louis

ONE HUNDRED AND FIFTY MODEL TEA AND COFFEE ADVERTISEMENTS

comprise Blake's Tea & Coffee Ad Service. Each advertisement is of a size that will exactly fit a five or six inch single column newspaper space.

Every ad is printed in duplicate and easily removed from the loose leaf binder. All the compositor has to do is to follow the general style, filling in your brand names and signature.

You may become the sole owner of these ads in your locality. Will send the service on approval. Keep it five days and if it isn't as represented, return it at no expense. Address

THE TEA AND COFFEE TRADE JOURNAL
79 WALL STREET, NEW YORK

When Writing Advertisers, Kindly Mention THE TEA AND COFFEE TRADE JOURNAL

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Gaston, Williams & Wigmore, Inc.....	516	Sheppard & Sons, Alex, Inc.....	631
General Chemical Co.....	623	Sperry & Hutchinson Co.....	637
Gomez & Dietlin Co., Ricardo.....	518	Standard Flaked Food Co.....	609
Grace, W. R. & Co.....	591	Steinfeld Brothers.....	639
Gregg, C. D. Tea & Coffee Co.....	504	Temple Garden Co., The.....	631
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Haulenbeek Co., John W.....	625	Warner Sugar Refining Co.....	625
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